# BULKY DOCUMENTS

(Exceeds 300 pages)

**Proceeding/Serial No: 91180742**

**Filed: 6-2-09**

**Title: OPPOSERS/PETITIONER'S NOTICE OF RELIANCE ON APPLICANT/REGISTRANT'S DISCOVERY RESPONSES**

**Part 1 of 3**

Processed by Curtis Puryear

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

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|---|---|
| DR PEPPER/SEVEN UP, INC., | |
| Opposer/Petitioner, | Consolidated Proceedings<br>Opposition No. 91180742<br>Cancellation No. 92048446 |
| - against - | |
| KRUSH GLOBAL LIMITED, | # 79033050 |
| Applicant/Registrant. | |

## OPPOSER/PETITIONER'S NOTICE OF RELIANCE ON APPLICANT/REGISTRANT'S DISCOVERY RESPONSES

Pursuant to Rule 2.120(j) of the Trademark Rules of Practice, Opposer/Petitioner Dr Pepper/Seven Up, Inc. ("Opposer") hereby makes of record and notifies Applicant/Registrant Krush Global Limited ("Applicant") of its reliance on the following:[1]

1. Applicant's responses to Opposer's Requests for Admission Nos. 6, 13, 14, 15, and 18, dated April 18, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX200**;

2. Applicant's responses to Opposer's Requests for Admission Nos. 21, 22, 23 and 24, dated October 10, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX201**;

[1] The discovery responses identified in Paragraphs 1 through 4 and 6 herein use terms that were defined in the written discovery requests. For the convenience of the Board, a copy of Opposer/Registrant's First Set of Interrogatories to Applicant/Registrant, served in connection with this proceeding on February 21, 2008, which shows the definitions used across Opposer's discovery requests, is attached hereto as **Opposer's Exhibit PX199**.

4. Applicant's responses to Opposer's Interrogatories Nos. 1, 3, 4, 6, 7, 8, 9, 10, 11, 12, 19, 21, 22, 23 and 24, dated April 18, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX202**;

5. Correspondence between counsel for Opposer and counsel for Applicant, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX203**, in which Applicant states that the only document it produced in response to Interrogatory No. 3 is "Doc. No. 25";

6. Applicant's responses to Opposer's Requests for the Production of Documents and Things Nos. 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 21, 22, 23, 32 and 33, dated April 18, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX204**;

7. Materials produced by Applicant in this proceeding,[2] true and correct copies of photographs of which are attached hereto as **Opposer's Exhibit PX206**;[3] and

8. All documents produced by Applicant in this proceeding, true and correct copies of which are attached hereto as **Opposer's Exhibit PX208**.

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[2] The parties have agreed that all produced documents and things are made of record for the proceedings, so that the parties can avoid the authentication procedure set forth in Trademark Board Manual of Procedure Section 704.11(1). Attached hereto as **Opposer's Exhibit PX205** is a true and correct copy of a letter confirming the foregoing agreement.

[3] The materials shown in Opposer's Exhibit PX206 were produced by Applicant as physical specimens and were produced without production numbers. Attached hereto as **Opposer's Exhibit PX207** is a Second Trial Declaration of Mario Ortiz, dated June 1, 2009, certifying that the photographs are true and accurate representations of the originally produced physical specimens.

Respectfully submitted,

Dated: New York, New York
June 1, 2009

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: _____

Barbara A. Solomon
Laura Popp-Rosenberg
866 United Nations Plaza
New York, New York 10017
Tel: (212) 813-5900
Email: bsolomon@frosszelnick.com
lpopp-rosenberg@frosszelnick.com

*Attorneys for Opposer/Petitioner Dr Pepper/ Seven Up, Inc.*

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX199

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | | |
|---|---|---|
| DR PEPPER/SEVEN UP, INC., | : | |
| Opposer/Petitioner, | : | Consolidated Proceedings |
| | : | Opposition No. 91180742 |
| - against - | : | Cancellation No. 92048446 |
| KRUSH GLOBAL LIMITED, | : | |
| Applicant/Registrant. | : | |

**OPPOSER/PETITIONER'S FIRST SET OF INTERROGATORIES TO APPLICANT/REGISTRANT**

Pursuant to 37 C.F.R. § 2.120 and Rules 26 and 33 of the Federal Rules of Civil Procedure, Opposer/Petitioner Dr Pepper/Seven Up, Inc. hereby requests that Applicant/Registrant Krush Global Limited answer the following interrogatories by serving written responses thereto at the offices of Dr Pepper/Seven Up, Inc.'s attorneys, Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, Attention: Laura Popp-Rosenberg, within the time specified by the Trademark Rules of Practice and the Federal Rules of Civil Procedure.

**DEFINITIONS**

A. "Agreement" means any written or oral contract, understanding, agreement or agreement in principle, all schedules, exhibits or other documents ancillary thereto or referred to therein, and all drafts of and amendments to the foregoing.

B. "All" and "each" shall be construed as "all and each."

C. "And" and "or" shall be construed either disjunctively or conjunctively as necessary to bring within the scope of the discovery request all responses that might otherwise be construed to be outside of its scope.

D. "Applicant" means Krush Global Limited and any company controlled by or affiliated with it; any division, parent, subsidiary, licensee, franchisee, successor, predecessor-in-interest, assign or other related business entity; and every officer, employee, agent, attorney or other person acting or purporting to act on its behalf or through whom it acts or has acted, and the predecessors or successors of any of them.

E. "Cancellation" means the Petition for Cancellation filed in Cancellation No. 92048446.

F. "Cancellation Answer" means the Answer filed by Krush Global Limited in Cancellation No. 92048446.

G. "Communication" means, without limitation, the transmittal of information (in the form of facts, ideas, inquiries or otherwise), including, but not limited to, meetings, discussions, conversations, telephone calls, recordings, photographs, notes, memoranda, letters, facsimiles, email and the transmittal of information in the form of agreements.

H. "Concerning" means relating to, referring to, describing, evidencing or constituting.

I. "CRUSSH Outlet" means a café, restaurant, juice bar or other service facility offering food and/or beverages operating under the CRUSSH brand.

J. "Describe," with respect to oral communications, means to state or identify the date, time of day, duration, location, persons involved, witnesses, physical occurrences, and a summary of the substance of any conversations. With respect to documents, "describe" means to

identify the type of document, its date, its author, its recipients, and to offer a summary of the substance thereof.

K. "Document" is used in the broadest sense possible consistent with the Federal Rules of Civil Procedure as adopted by the Trademark Rules of Practice and includes, without limitation, non-identical copies (whether different from the original because of underlining, editing marks, notes made on or attached to such copy, or otherwise), and drafts, whether printed or recorded (through a sound, video or other electronic, magnetic or digital recording system) or reproduced by hand, including but not limited to writings, recordings, photographs, letters, correspondence, purchase orders, invoices, facsimiles, telegrams, telexes, memoranda, records, summaries, minutes, records or notes of personal conversations, interviews, meetings and/or conferences, note pads, notebooks, postcards, "Post-It" notes, stenographic or other notes, opinions or reports of consultants, opinions or reports of experts, projections, financial or statistical statements or compilations, checks (front and back), contracts, agreements, appraisals, analyses, confirmations, publications, articles, books, pamphlets, circulars, microfilms, microfiche, reports, studies, logs, surveys, diaries, calendars, appointment books, maps, charts, graphs, bulletins, tape recordings, videotapes, disks, diskettes, compact discs (CDs), data tapes or readable computer-produced interpretations or transcriptions thereof, electronically-transmitted messages (email), voicemail messages, inter-office communications, advertising, packaging and promotional materials, and any other writings, papers and tangible things of whatever description whatsoever, including but not limited to all information contained in any computer or electronic data processing system, or on any tape, whether or not already printed out or transcribed.

L. "Identify" when used in reference to:

i) a current officer or employee of Applicant means to state the person's full name and title or position;

ii) a former officer or employee of Applicant means to state, to the extent known, the person's full name, last title or position with Applicant, and the person's present business affiliation, and business addresses and telephone number or residential address and telephone number;

iii) any other person means to state, to the extent known, the person's full name, present or last known address, and the current or last known place of employment and business addresses and telephone number;

iv) an oral communication means to describe the date and time of the communication, the place where the communication occurred, the persons involved in the communication, any other person present, and the substance of the communication;

v) a business entity or institution means to state, to the extent known, its full name, address and telephone number;

vi) a document means to describe the document with specificity, including, where applicable, the subject matter of the document, its date, the name, title and address of each writer or sender and each recipient, its present location and custodian, and, if any such document is not in Applicant's possession or subject to its control, state what disposition was made of it, by whom, and the date thereof. Applicant may furnish a copy of the document in lieu of identifying it, provided: (a) the document contains the above information or Applicant separately furnishes such information when furnishing the document, (b) Applicant identifies the production number

of such document in its response; and (c) Applicant follows the Instructions set forth in Opposer's First Set of Requests for the Production of Document and Things to Applicant.

M. When not capitalized, "mark," "trademark" and "trade name" each incorporate trademarks, service marks, trade names and service names.

N. "Mark" or "Marks" means any and all word(s), term(s), phrase(s), name(s) or mark(s) that include(s) the mark CRUSSH as shown in Application Serial No. 79033050 or Registration No. 3275548.

O. "Market Research" includes all surveys, polls, focus groups, trademark and/or any other search reports, market research studies and other investigations, whether or not such investigations were completed, discontinued or fully carried out.

P. "Opposer " means Dr Pepper/Seven Up, Inc.

Q. "Opposer's Marks" means the trademarks pleaded in the Notice of Opposition in Opposition No. 91180742 and the Petition for Cancellation in Cancellation No. 92048446, and all marks used by Opposer incorporating the term CRUSH.

R. "Opposition" means the Notice of Opposition filed in Opposition No. 91180742.

S. "Opposition Answer" means the Answer filed by Krush Global Limited in Opposition No. 91180472.

T. "Person" means any natural person or any business, legal or governmental entity or association.

U. "Set Forth the Basis" with respect to an allegation or denial of an allegation means to state all facts, evidence and legal bases on which Applicant is relying herein in support of such allegation or denial and to identify all documents concerning such allegation or denial (including both those supporting and those tending to negate the allegation or denial).

V. "Thing" means any tangible object.

W. The use of the singular form of any word includes the plural and vice versa.

X. References to the masculine gender shall apply equally to the feminine gender.

## INSTRUCTIONS

1. Should Applicant claim that any particular interrogatory is beyond the scope of permissible discovery, Applicant should specify in detail each and every ground on which such claim rests.

2. Should Applicant find any interrogatory or any term used in an interrogatory to be vague, ambiguous, subject to varying interpretations or unclear, Applicant should identify the matter deemed to be ambiguous, vague, subject to interpretation or unclear, state its understanding of the disputed matter, and respond to the best of its ability in accordance with that understanding.

3. Should Applicant be unable to answer any interrogatory in full, Applicant should answer the interrogatory to the fullest extent possible, specify the reasons for the inability to answer the remainder, and state whatever information Applicant has concerning the unanswered portion.

4. If a claim of privilege is asserted in objecting to any interrogatory or any aspect or portion thereof, and a full answer is not or will not be provided on the basis of such assertion, Applicant should offer a statement signed by an attorney representing Applicant setting forth as to each such interrogatory or aspect or portion thereof the nature of the privilege (including work product) being claimed. Applicant should answer each interrogatory and each part thereof not requesting privileged information.

5. Applicant must answer each interrogatory and each part thereof separately and fully to the extent no objection is made.

6. Any objection to any interrogatory for which a basis has not been specifically stated within the time provided by the Federal Rules of Civil Procedure shall be waived

7. For the convenience of the Board and the parties, Applicant should quote each interrogatory in full immediately preceding the response.

8. These interrogatories shall be deemed continuing. Should Applicant at any time after preparing and furnishing the requested information ascertain or acquire additional responsive information, Applicant should produce such supplemental information to Opposer within thirty (30) days but in no event later than the day before the trial period opens.

## INTERROGATORIES

Interrogatory No. 1

Describe in detail all of Applicant's reasons for selecting the Mark, including the meaning and derivation of the Mark.

Interrogatory No. 2

State when and Describe how Applicant first became aware of any of Opposer's Marks.

Interrogatory No. 3

Identify all third parties who are making actual use of the designation CRUSH or any phonetic equivalent thereof, either alone or in conjunction with other terms or symbols, as a mark for foods, beverages or related services.

Interrogatory No. 4

For each third party identified in response to Interrogatory No. 3, identify:

(a) the mark used by such third party;

(b) the specific goods or services in connection with which the mark has been used;

(c) the annual sales volumes for goods or services sold under the mark;

(d) the third party's annual expenditures to advertise, market or otherwise promote the mark; and

(e) the percentage share of the total market in which the third party operates enjoyed by goods or services sold under the mark.

Interrogatory No. 5

Describe in detail how Applicant's goods and services under the Mark have been, or are intended to be, advertised, marketed, promoted and/or publicized in the United States. Where applicable, the response should include each type of media (*e.g.*, newspapers, television) and media outlet (*e.g.*, *The New York Times*, CBS) through which such activity was, or is intended to be, conducted.

Interrogatory No. 6

Set Forth the Basis for the Second Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer's claims are barred by the doctrine of unclean hands," including by identifying and describing the specific conduct constituting the alleged unclean hands.

Interrogatory No. 7

Set Forth the Basis for the Third Affirmative Defense in the Opposition Answer and the Cancellation Answer that "There is no likelihood of confusion between the respective marks."

Interrogatory No. 8

Set Forth the Basis for the Fourth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer has acquiesced to the registration of and use of numerous marks incorporating the term 'CRUSH' in connection with food and beverage related goods/services," including by identifying all alleged acts of acquiescence and all alleged third party mark referenced in the Affirmative Defense.

Interrogatory No. 9

Set Forth the Basis for the Fifth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The marks when viewed in their entireties differ in sound, appearance, and meaning."

Interrogatory No. 10

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is merely descriptive."

Interrogatory No. 11

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . . . weak."

Interrogatory No. 12

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . . . commonly used by third parties," including by identifying all such third parties.

Interrogatory No. 13

Identify all steps taken to use the Mark in the United States.

Interrogatory No. 14

Identify the number and location of all CRUSSH Outlets.

Interrogatory No. 15

How many CRUSSH Outlets does Applicant intend to open in the United States in the next five years?

Interrogatory No. 16

Does Applicant intend that CRUSSH Outlets in the United States will be company-owned, franchised, a mix of both or some other ownership scheme?

Interrogatory No. 17

Identify all Persons authorized by Applicant to use the Mark in the United States, including but not limited to licensees and franchisees.

Interrogatory No. 18

Identify all Persons Applicant has approached, or with whom Applicant has negotiated, for purposes of franchising or licensing the Mark for use in the United States, including but not limited to any investors or prospective investors.

Interrogatory No. 19

Describe how the Mark appears or is intended to appear at CRUSSH Outlets in the United States, including but not limited to the placement of all CRUSSH signage.

Interrogatory No. 20

Identify and describe any plans to sell CRUSSH-branded food or beverages outside CRUSSH Outlets.

Interrogatory No. 21

Describe how the Mark appears on or is it intended to appear on beverage containers.

Interrogatory No. 22

Set forth any evidence that Applicant's consumers or target consumers for goods and services under the Mark do not overlap with Opposer's consumers for goods and services under Opposer's Marks.

Interrogatory No. 23

Identify, Describe and set forth the results of any Market Research commissioned or received by or on behalf of Applicant relating to any of the issues in this opposition proceeding, including but not limited to Market Research relating to any likelihood of or actual confusion between the parties' respective marks.

Interrogatory No. 24

Identify, Describe and set forth the results of any Market Research of which Applicant is aware Concerning the Mark.

Interrogatory No. 25

Set forth all reasons why Applicant sought to amend Application Serial No. 79033050 to delete International Classes 29 and 32.

Interrogatory No. 26

Set forth all reasons why Applicant did not seek to register the mark shown in Registration No. 3275548 for goods in International Classes 29 and 32.

Interrogatory No. 27

Identify each Person who assisted Applicant in preparing answers to these interrogatories, specifying each answer for which such assistance was given by such person.

Dated: New York, New York
February 21, 2008

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: _____
Barbara A. Solomon
Laura Popp-Rosenberg
866 United Nations Plaza
New York, New York 10017
(212) 813-5900

*Attorneys for Opposer/Petitioner*
*Dr Pepper/Seven Up, Inc.*

## CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing Opposer/Petitioner's First Set of Interrogatories to Applicant/Registrant was served by prepaid, first class mail on Applicant/Registrant's attorney, Jason M. Drangel, Esq., Epstein Drangel Bazerman & James LLP, 60 East 42nd Street, Suite 820, New York, New York 10165, this 21st day of February, 2008.

Laura Popp-Rosenberg

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX200

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | |
|---|---|
| DR PEPPER/SEVEN UP, INC.<br><br>Opposer/Petitioner,<br><br>v.<br><br>KRUSH GLOBAL LIMITED,<br><br>Applicant/Registrant | Consolidated Proceedings<br>Opposition No. 91180742<br>Cancellation No. 92048446 |

**RESPONSE TO OPPOSER/PETITIONER'S FIRST SET OF REQUESTS FOR ADMISSION TO APPLICANT/REGISTRANT**

Applicant/Registrant, Krush Global Limited ("KRUSH" or "Applicant") responds to Opposer/Petitioner's Dr. pepper/Seven Up, Inc.'s ("Opposer") requests that Applicant admit or deny the truth of the statements set forth below as follows:

## I. GENERAL OBJECTIONS

Applicant hereby asserts the following General Objections and incorporates its General Objections in each of the individual responses set forth below:

1. Applicant objects to each Admission Request in Opposer's First Set of Admissions to the extent it imposes obligations on Applicant beyond those required by the Federal Rules of Civil Procedure.

2. Applicant objects to each Admission Request to the extent it seeks information protected by the attorney-client privilege, the work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law. Nothing in Applicant's responses to Opposer's Admission Requests is intended as, or shall in

any way be deemed, a waiver of any attorney-client privilege, work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law.

3. Applicant objects to each Admission Request to the extent that it purports to require Applicant to disclose confidential or proprietary business information concerning itself or a third party or the content of any part of any agreement between Applicant and a third party which by its terms may not be disclosed by Applicant. Applicant will not disclose any such information absent the consent of the third party in question or the entry of a protective order by the Board.

4. Applicant objects to each Admission Request to the extent that it seeks information that is not in the possession, custody, or control of Applicant.

5. Applicant objects to each Admission Request as being unduly burdensome to the extent it seeks information that is a matter of public record or that is equally available to Opposer from other sources.

6. Applicant objects to each Admission Requests to the extent that it seeks information that could be obtained more efficiently through other methods of discovery.

7. Applicant objects to each Admission Request to the extent it asks for duplicative or cumulative information.

8. Applicant objects to each Admission Request as unduly burdensome insofar as it may be construed to require Applicant to create or compile documents or things.

9. Applicant objects to each Admission Request to the extent that it requires interpretation and application of the legal conclusions and contentions of the parties.

10. Applicant objects to each Admission Request to the extent that it calls for

information that is not now known by or reasonably available from sources within the custody or control of Applicant. Applicant's search for information is ongoing. Applicant reserves the right to rely on facts, documents, or other evidence that may develop or come to Applicant's attention at a later time, or that are produced by the other party in or third parties to this action. Applicant's responses are based on information presently known to Applicant and are set forth without prejudice to Applicant's right to assert additional objections and/or provide supplemental responses should Applicant discover additional grounds for objections or additional documents or information. Applicant reserves the right to supplement or amend its responses to Opposer's Admission Requests at any time prior to the trial(s) of this proceeding.

11. Applicant's responses and objections are made solely for the purpose of discovery in this action. Nothing herein is intended to waive the following objections, which are expressly reserved: all objections as to competency, relevancy, materiality, and admissibility of the subject matter of the Admission Requests; all objections as to vagueness, ambiguity, or undue burden; all objections to the use of any information, document or things identified or provided in response to these Interrogatories; all objections to any request for further responses to these or other discovery requests; all objections to the privileged or work-product nature of any information, document or thing; and any other objections which would require or permit the exclusion from evidence of any information, document or things provided in response to these Admission Requests, all of which objections are reserved and may be interposed at the time of trial.

## REQUESTS FOR ADMISSION

1. CRUSH and CRUSSH are pronounced the same.

RESPONSE:

Denied.

2. CRUSH and CRUSSH are phonetic equivalents.

RESPONSE:

Denied.

3. CRUSH and CRUSSH are similar in appearance.

RESPONSE:

Denied.

4. Applicant has no evidence that CRUSSH has a different commercial impression than CRUSH.

RESPONSE:

Denied.

5. Applicant has no evidence that consumers perceive CRUSSH to have a different meaning than CRUSH.

RESPONSE:

Denied.

6. Applicant intends to offer beverages at its CRUSSH Outlets in the United States.

RESPONSE:

Admitted.

7. Applicant is aware that STARBUCKS products are sold both at STARBUCKS-

branded outlets and through third party retailers.

RESPONSE:

Denied.

8. Applicant is aware that A&W products are sold both at A&W-branded outlets and through third party retailers

RESPONSE:

Denied.

9. Applicant intends to sell CRUSSH-branded products through retail trade channels other than CRUSSII Outlets.

RESPONSE:

Denied.

10. Prior to adopting the Mark, Applicant was aware of Opposer's use of the mark CRUSH.

RESPONSE:

Denied.

11. Prior to adopting the Mark, Applicant was aware of the CRUSH mark used in connection with beverages in the United States.

RESPONSE:

Denied.

12. Applicant was aware of Opposer's use of the CRUSH mark prior to filing Application S.N. 79/033.050.

RESPONSE:

Denied.

13. Applicant has no evidence that its customer for goods and services under the Mark would not overlap with customers for goods under Opposer's Marks.

RESPONSE:

Admitted.

14. Applicant has no evidence that the consumers of goods to be offered under the Mark are sophisticated.

RESPONSE:

Admitted.

15. Applicant has no evidence that Opposer's Marks are not famous in the United States.

RESPONSE:

Admitted.

16. Applicant is not aware of any third party who uses the mark CRUSH or a phonetic equivalent thereof, without any other words, terms of symbols, in connection with beverages in the United States.

RESPONSE:

Denied.

17. Applicant is not aware of any third party who uses the mark CRUSH or a phonetic equivalent thereof, without any other words, terms of symbols, in connection with food in the United States

RESPONSE:

Denied.

18. The Mark has not been used in the United States.

RESPONSE:

Admitted.

19. Other than filing trademark Application Serial No. 79033050 and Application Serial No. 79030220, Applicant has taken no steps to use the Marks in the United States.

RESPONSE:

Denied.

20. Applicant has no contracts to operate, whether directly or indirectly, any CRUSSH Outlets in the United States.

RESPONSE:

Admitted.

KRUSH GLOBAL LIMITED

By: _____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

**EPSTEIN DRANGEL**
**BAZERMAN & JAMES, LLP**
*Attorneys for Opposer*

Dated:
New York, New York

By: _____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

Admitted.

19. Other than filing trademark Application Serial No. 79033050 and Application Serial No. 79030220, Applicant has taken no steps to use the Marks in the United States.

RESPONSE:

Denied.

20. Applicant has no contracts to operate, whether directly or indirectly, any CRUSSH Outlets in the United States.

RESPONSE:

Admitted.

KRUSH GLOBAL LIMITED

By:_____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

**EPSTEIN DRANGEL BAZERMAN & JAMES, LLP**
*Attorneys for ~~Opposer~~* Applicant.

Dated:
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

## CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO REQUEST FOR ADMISSION was served by ~~electronic~~ Firstclass mail, on this 18th day of April, 2008, upon Opposer's counsel at:

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX201

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | |
|---|---|
| DR PEPPER/SEVEN UP, INC.<br><br>Opposer/Petitioner,<br><br>v.<br><br>KRUSH GLOBAL LIMITED,<br><br>Applicant/Registrant | Consolidated Proceedings<br>Opposition No. 91180742<br>Cancellation No. 92048446 |

**RESPONSE TO OPPOSER/PETITIONER'S SECOND SET OF REQUESTS FOR ADMISSION TO APPLICANT/REGISTRANT**

Applicant/Registrant, Krush Global Limited ("KRUSH" or "Applicant") responds to Opposer/Petitioner's Dr. Pepper/Seven Up, Inc.'s ("Opposer") requests that Applicant admit or deny the truth of the statements set forth below as follows:

## I. GENERAL OBJECTIONS

Applicant hereby asserts the following General Objections and incorporates its General Objections in each of the individual responses set forth below:

1. Applicant objects to each Admission Request in Opposer's First Set of Admissions to the extent it imposes obligations on Applicant beyond those required by the Federal Rules of Civil Procedure.

2. Applicant objects to each Admission Request to the extent it seeks information protected by the attorney-client privilege, the work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law. Nothing in Applicant's responses to Opposer's Admission Requests is intended as, or shall in

any way be deemed, a waiver of any attorney-client privilege, work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law.

3. Applicant objects to each Admission Request to the extent that it purports to require Applicant to disclose confidential or proprietary business information concerning itself or a third party or the content of any part of any agreement between Applicant and a third party which by its terms may not be disclosed by Applicant. Applicant will not disclose any such information absent the consent of the third party in question or the entry of a protective order by the Board.

4. Applicant objects to each Admission Request to the extent that it seeks information that is not in the possession, custody, or control of Applicant.

5. Applicant objects to each Admission Request as being unduly burdensome to the extent it seeks information that is a matter of public record or that is equally available to Opposer from other sources.

6. Applicant objects to each Admission Requests to the extent that it seeks information that could be obtained more efficiently through other methods of discovery.

7. Applicant objects to each Admission Request to the extent it asks for duplicative or cumulative information.

8. Applicant objects to each Admission Request as unduly burdensome insofar as it may be construed to require Applicant to create or compile documents or things.

9. Applicant objects to each Admission Request to the extent that it requires interpretation and application of the legal conclusions and contentions of the parties.

10. Applicant objects to each Admission Request to the extent that it calls for

information that is not now known by or reasonably available from sources within the custody or control of Applicant. Applicant's search for information is ongoing. Applicant reserves the right to rely on facts, documents, or other evidence that may develop or come to Applicant's attention at a later time, or that are produced by the other party in or third parties to this action. Applicant's responses are based on information presently known to Applicant and are set forth without prejudice to Applicant's right to assert additional objections and/or provide supplemental responses should Applicant discover additional grounds for objections or additional documents or information. Applicant reserves the right to supplement or amend its responses to Opposer's Admission Requests at any time prior to the trial(s) of this proceeding.

11. Applicant's responses and objections are made solely for the purpose of discovery in this action. Nothing herein is intended to waive the following objections, which are expressly reserved: all objections as to competency, relevancy, materiality, and admissibility of the subject matter of the Admission Requests; all objections as to vagueness, ambiguity, or undue burden; all objections to the use of any information, document or things identified or provided in response to these Interrogatories; all objections to any request for further responses to these or other discovery requests; all objections to the privileged or work-product nature of any information, document or thing; and any other objections which would require or permit the exclusion from evidence of any information, document or things provided in response to these Admission Requests, all of which objections are reserved and may be interposed at the time of trial.

## REQUESTS FOR ADMISSION

21. Applicant has no evidence of the sales volume of any third-party beverages sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

22. Applicant has no evidence of expenditures by any third party to advertise, market or otherwise promote a beverage sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

23. Applicant has no evidence of the percentage sales share of the total beverage market held by any third-party beverage sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

24. Applicant has no evidence of the percentage sales share of the total soft drink market held by any third-party beverage sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

KRUSH GLOBAL LIMITED

By: James Learmond
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

**EPSTEIN DRANGEL**
**BAZERMAN & JAMES, LLP**
*Attorneys for Opposer*

Dated:
New York, New York

By:_____

Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

## CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO REQUEST FOR ADMISSION was served by electronic mail, on this 10th day of October, 2008, upon Opposer's counsel at:

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX202

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | |
|---|---|
| DR PEPPER/SEVEN UP, INC.<br><br>Opposer/Petitioner,<br><br>v.<br><br>KRUSH GLOBAL LIMITED,<br><br>Applicant/Registrant | Consolidated Proceedings<br>Opposition No. 91180742<br>Cancellation No. 92048446 |

**RESPONSE TO OPPOSER/PETITIONER'S FIRST SET OF INTERROGATORIES TO APPLICANT/REGISTRANT**

Pursuant to Rule 33 of the Federal Rules of Civil Procedure, Krush Global Limited, Applicant/Registrant, LLC (hereinafter "KRUSH" or "Applicant") hereby responds to Opposer/Petitioner, Dr. Pepper/Seven Up, Inc. (hereinafter "Opposer/Peitioner") First Set of Interrogatories.

General Objections

KRUSH hereby asserts the following General Objections and incorporates its General Objections in each of the individual responses set forth below:

1. KRUSH objects to each definition, instruction, and Interrogatory in the First Set of Interrogatories to the extent it imposes obligations on KRUSH beyond those required by the Federal Rules of Civil Procedure.

2. KRUSH objects to each definition, instruction, and Interrogatory to the extent it seeks information protected by the attorney-client privilege, the work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional,

or common law. Nothing in KRUSH's responses to Interrogatories is intended as, or shall in any way be deemed, a waiver of any attorney-client privilege, work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law.

3. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it purports to require KRUSH to disclose confidential or proprietary business information concerning itself or a third party or the content of any part of any agreement between KRUSH and a third party which by its terms may not be disclosed by KRUSH. KRUSH will not disclose any such information absent the consent of the third party in question or pursuant to the terms of the Protective Order entered in this action.

4. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it seeks information that is not in the possession, custody, or control of KRUSH.

5. KRUSH objects to each definition, instruction, and Interrogatory as being unduly burdensome to the extent it seeks information that is a matter of public record or that is equally available to Opposer/Peitioner from other sources.

6. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it seeks information that could be obtained more efficiently through other methods of discovery.

7. KRUSH objects to each definition, instruction, and Interrogatory to the extent it asks for duplicative or cumulative information.

8. KRUSH objects to each definition, instruction, and Interrogatory as unduly burdensome insofar as it may be construed to require KRUSH to create or compile documents or things.

9. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it requires interpretation and application of the legal conclusions and contentions of the parties.

10. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it contains any factual or legal misrepresentation.

11. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it calls for information that is not now known by or reasonably available from sources within the custody or control of KRUSH. KRUSH's search for information is ongoing. KRUSH reserves the right to rely on facts, documents, or other evidence that may develop or come to KRUSH's attention at a later time, or that are produced by the other party in or third parties to this action. KRUSH's responses are based on information presently known to KRUSH and are set forth without prejudice to KRUSH's right to assert additional objections and/or provide supplemental responses should KRUSH discover additional grounds for objections or additional documents or information. KRUSH reserves the right to supplement or amend its responses to the Interrogatories at any time prior to the trial(s) of this proceeding. Any statement made herein is not an admission of any factual or legal contention contained in any Interrogatory.

12. KRUSH's responses and objections are made solely for the purpose of discovery in this action. Nothing herein is intended to waive the following objections, which are expressly reserved: all objections as to competency, relevancy, materiality, and admissibility of the subject matter of the Interrogatories; all objections as to vagueness, ambiguity, or undue burden; all objections to the use of any information, document or things identified or provided in response to these Interrogatories; all objections to any request for

further responses to these or other discovery requests; all objections to the privileged or work-product nature of any information, document or thing; and any other objections which would require or permit the exclusion from evidence of any information, document or things provided in response to these Interrogatories, all of which objections are reserved and may be interposed at the time of trial.

Subject to and without waiver of these General Objections, KRUSH responds to the Interrogatories as follows:

## INTERROGATORIES

**Interrogatory No. 1**

Describe in detail all of Applicant's reasons for selecting the Mark, including the meaning and derivation of the Mark.

**RESPONSE TO INTERROGATORY NO. 1:**

Among other things, "crush" means a pressed or squeezed fruit drinks. Applicant decided to go into the squeezed fruit drink bar business. We wanted a "Crush" name with more distinction in sound and appearance. Accordingly, we decided to add an S to CRUS_H – resulting in a mark with a different appearance and sound: CRUSSH (long S).

**Interrogatory No. 2**

State when and Describe how Applicant first became aware of any of Opposer's Marks.

**RESPONSE TO INTERROGATORY NO. 2:**

Applicant did not become aware of Opposer or Opposer's Marks until this action.

**Interrogatory No. 3**

Identify all third parties who are making actual use of the designation CRUSH or any phonetic equivalent thereof, either alone or in conjunction with other terms or symbols, as a mark for foods, beverages or related services.

**RESPONSE TO INTERROGATORY NO. 3:**

Relevant documents evidencing known third party use will be produced.

**Interrogatory No. 4**

For each third party identified in response to Interrogatory No. 3, identify:

A. the mark used by such third party;

B. the specific goods or services in connection with which the mark has been used;

C. the annual sales volumes for goods or services sold under the mark;

D. the third party's annual expenditures to advertise, market or otherwise promote the mark; and

E. the percentage share of the total market in which the third party operates enjoyed by goods or services sold under the mark.

**RESPONSE TO INTERROGATORY NO. 4:**

Applicant does not have such information available regarding third party use.

**Interrogatory No. 5**

Describe in detail how Applicant's goods and services under the Mark have been, or are intended to be, advertised, marketed, promoted and/or publicized in the United States. Where applicable, the response should include each type of media (e.g., newspapers, television) and

media outlet (e.g., The New York Times, CBS) through which such activity was, or is intended to be, conducted.

**RESPONSE TO INTERROGATORY NO. 5:**

Applicant does not have a U.S. advertising or marketing plan.

**Interrogatory No. 6**

Set Forth the Basis for the Second Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer's claims are barred by the doctrine of unclean hands," including by identifying and describing the specific conduct constituting the alleged unclean hands.

**RESPONSE TO INTERROGATORY NO. 6:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

**Interrogatory No. 7**

Set Forth the Basis for the Third Affirmative Defense in the Opposition Answer and the Cancellation Answer that "There is no likelihood of confusion between the respective marks."

**RESPONSE TO INTERROGATORY NO. 7:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

**Interrogatory No. 8**

Set Forth the Basis for the Fourth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer has acquiesced to the registration of and use of numerous marks incorporating the term `CRUSH' in connection with food and beverage related goods/services," including by identifying all alleged acts of acquiescence and all alleged third party mark referenced in the Affirmative Defense.

**RESPONSE TO INTERROGATORY NO. 8:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

**Interrogatory No. 9**

Set Forth the Basis for the Fifth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The marks when viewed in their entireties differ in sound, appearance, and meaning."

**RESPONSE TO INTERROGATORY NO. 9:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

**Interrogatory No. 10**

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the

Cancellation Answer that "The term CRUSH as used by Opposer is merely descriptive."

**RESPONSE TO INTERROGATORY NO. 10:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

**Interrogatory No. 11**

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is ... weak."

**RESPONSE TO INTERROGATORY NO. 11:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

**Interrogatory No. 12**

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUST-I as used by Opposer is . . . commonly used by third parties," including by identifying all such third parties.

**RESPONSE TO INTERROGATORY NO. 12:**

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Unknown.

**Interrogatory No. 17**

Identify all Persons authorized by Applicant to use the Mark in the United States, including but not limited to licensees and franchisees.

**RESPONSE TO INTERROGATORY NO. 17:**

None.

**Interrogatory No. 18**

Identify all Persons Applicant has approached, or with whom Applicant has negotiated, for purposes of franchising or licensing the Mark for use in the United States, including but not limited to any investors or prospective investors.

**RESPONSE TO INTERROGATORY NO. 18:**

Relevant documents will be produced.

**Interrogatory No. 19**

Describe how the Mark appears or is intended to appear at CRUSSH Outlets in the United States, including but not limited to the placement of all CRUSSH signage.

**RESPONSE TO INTERROGATORY NO. 19:**

The intent would be to use the Mark as it is used in the existing twenty –four (24) locations. Sample evidence of how the Mark is used in the U.K. will be produced.

**Interrogatory No. 20**

Identify and describe any plans to sell CRUSSH-branded food or beverages outside CRUSSH Outlets.

**RESPONSE TO INTERROGATORY NO. 20:**

None.

**Interrogatory No. 21**

Describe how the Mark appears on or is it intended to appear on beverage containers.

**RESPONSE TO INTERROGATORY NO. 21:**

Relevant samples of how the Mark is used on beverage containers will be produced.

**Interrogatory No. 22**

Set forth any evidence that Applicant's consumers or target consumers for goods and services under the Mark do not overlap with Opposer's consumers for goods and services under Opposer's Marks.

**RESPONSE TO INTERROGATORY NO. 22:**

None.

**Interrogatory No. 23**

Identify, Describe and set forth the results of any Market Research commissioned or received by or on behalf of Applicant relating to any of the issues in this opposition proceeding, including but not limited to Market Research relating to any likelihood of or actual confusion between the parties' respective marks.

**RESPONSE TO INTERROGATORY NO. 23:**

None.

**Interrogatory No. 24**

Identify, Describe and set forth the results of any Market Research of which Applicant is aware Concerning the Mark.

**RESPONSE TO INTERROGATORY NO. 24:**

None.

**Interrogatory No. 25**

Set forth all reasons why Applicant sought to amend Application Serial No. 79033050 to delete International Classes 29 and 32.

**RESPONSE TO INTERROGATORY NO. 25:**

Applicant deleted the Class 29 and 32 goods as a courtesy to Opposer/Petitioner.

**Interrogatory No. 26**

Set forth all reasons why Applicant did not seek to register the mark shown in Registration No. 3275548 for goods in International Classes 29 and 32.

**RESPONSE TO INTERROGATORY NO. 26:**

Applicant was not advised by counsel to file in said classes.

**Interrogatory No. 27**

Identify each Person who assisted Applicant in preparing answers to these interrogatories, specifying each answer for which such assistance was given by such person.

**RESPONSE TO INTERROGATORY NO. 27:**

James Learmond, founder, director and chairman, prepared the responses for the Applicant.

KRUSH GLOBAL LIMITED

By:_____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

**EPSTEIN DRANGEL**
**BAZERMAN & JAMES, LLP**
*Attorneys for Applicant/Registrant*

Dated:
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

**RESPONSE TO INTERROGATORY NO. 27:**

James Learmond, founder, director and chairman, prepared the responses for the Applicant.

KRUSH GLOBAL LIMITED

By:_____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

**EPSTEIN DRANGEL**
**BAZERMAN & JAMES, LLP**
*Attorneys for Applicant/Registrant*

Dated: 4/10/03
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

## CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO FIRST SET OF INTERROGATORIES was served by ~~electronic~~ First class mail, on this 18th day of April, 2008, upon Opposer's counsel at:

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX203

RONALD J. LEHRMAN
STEPHEN BASSER
ROGER L. ZISSU
RICHARD Z. LEHV
DAVID W. EHRLICH
SUSAN UPTON DOUGLASS
JANET L. HOFFMAN
PETER J. SILVERMAN
LAWRENCE ELI APOLLON
BARBARA A. SOLOMON
MARK D. ENGELMANN
NADINE H. JACOBSON
ANDREW N. FREEDES
CRAIG S. MENDE
J. ALLISON STRICKLAND
JOHN F. MARSIGLIA
LINDA E. GUBENA
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DOROTHY S. ALEXIADES
BETSY UDELSON NEWMAN
NICHOLAS H. EISENMAN
KATE HAZELRIG
SUZANNE WHITE
TODD MARTIN

May 16, 2008

**BY EMAIL AND MAIL**

Jason Drangel
Epstein Drangel Bazerman & James LLP
60 East 42nd Street, Suite 820
New York, New York 10165

Re: *Dr Pepper/Seven Up, Inc. v. Krush Global Ltd.*, Opp. No. 91180742 and Canc. No. 92048446 (Our Ref: DPSU 0708151)

Dear Jason:

We write with two goals. First, we are sending this letter pursuant to Trademark Rule of Practice 2.120 to see if we can resolve our concerns about the deficiencies in the responses of your client Krush Global Ltd. ("Krush Global") to Dr Pepper/Seven Up, Inc.'s First Set of Interrogatories and First Set of Requests for the Production of Documents and Things, as well as deficiencies in your client's document production, without resort to the Board. Second, we write seeking your consent to our client's intended motion to amend the Notice of Opposition and Petition for Cancellation.

*Krush Global's Discovery Responses*

*Responses to the First Set of Interrogatories*

Krush Global failed to provide substantive responses to Interrogatories No. 6 through 12, each of which asked Krush Global to set forth the basis for its various affirmative defenses. Instead, Krush Global stated that it would supply its responses at the conclusion of discovery or at trial. Neither the Federal Rules of Civil Procedure nor the Trademark Rules of Practice permit a party to arbitrarily select a date on which it will respond to duly-served discovery requests. While Krush Global may supplement its interrogatory responses as it obtains additional information during the course of discovery, it is not acceptable for the company to refuse to provide any response at this time, particularly since Krush Global is required to have had a good faith belief for pleading the affirmative defenses in its Answer. Your objection is not valid and

not based on any rule or case law. We therefore request that Krush Global immediately provide substantive, supplemental responses to Interrogatories No. 6 through 12.

Krush Global also responded to Interrogatory No. 3 by stating that responsive documents would be produced in lieu of a written answer. Under Federal Rule of Civil Procedure 33(d), Krush Global is required to "specify the records that must be reviewed, in sufficient detail to enable the interrogating party to locate and identify them as readily as the responding party could." Krush Global has not provided the required identifying information. Further, according to our review of the documents Krush Global has produced to date in this proceeding, Krush Global has not yet produced any documents in response to Interrogatory No. 3. This must be corrected.

*Responses to the First Set of Requests for the Production of Documents and Things*

Initially, we take objection to the statement in each of Krush Global's responses that documents will be produced to the extent such documents "are relevant to this U.S. action." As you know, the test for production is not "relevancy" but rather whether the request seeks documents that are reasonably calculated to lead to discovery of admissible evidence. Since Krush Global did not object to any of the discovery requests on this basis, you must produce all documents regardless of whether you consider them "relevant" or not.

As to Krush Global's document production, it does not appear that the documents have been produced either "as they are kept in the usual course of business" or "organize[d] and label[ed] . . . to correspond to the categories in the request," as required by Federal Rule of Civil Procedure 33(b)(2)(E)(i). Therefore, we request that Krush Global supplement its document production by providing an index identifying which documents (by production number) are responsive to which requests.

Finally, it does not appear as though Krush Global has produced documents in response to Document Requests No. 3, 4, 6, 10-23, 25, 31, 33-35 and 37-42.[1] We ask that you provide us with a date certain by which we can expect documents responsive to the noted requests or supplemental responses indicating that there are not responsive documents. Note that we will vigorously oppose any attempt by your client to rely on documents or information that were requested but not produced during discovery.

*Amendment of Pleadings*

Dr Pepper/Seven Up, Inc. ("Dr Pepper") seeks to amend its Notice of Opposition and Petition for Cancellation to add a count of fraud. Based on our review of Krush Global's discovery responses and document production, Krush Global lacks the requisite bona fide intent to use the CRUSSH mark in the United States in connection with the services identified. Dr

[1] We also do not believe that Krush Global has produced documents responsive to Document Requests No. 5, 7, 8, 9 and 24, 27, but understand that this may be a result of a difference of perception.

Pepper intends to move the Trademark Trial and Appeal Board for permission to amend the pleadings, and we seek your client's consent to the motion.

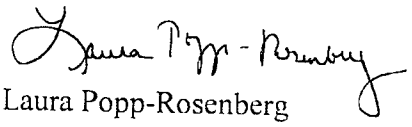
As you know, the Board likely will grant the motion unless you can make a clear showing that the amendment would be prejudicial to your client or that the amendment would be futile. Here, we do not believe there would be any prejudice to Krush Global, since the discovery period has not yet run and, in any event, all of the relevant information already is in Krush Global's possession. Therefore, your only possible basis for objection would be futility. If Krush Global has additional information supporting its bona fide intent to use the CRUSSH mark in the United States – or if you have another basis to believe that amendment would be futile – please let us know.

* * * * * * * *

We ask that Krush Global cure the discovery deficiencies noted above, and that you respond to our request for consent to amendment of the pleadings, by no later than May 30, 2008.

I am available by telephone to discuss any matter raised in this letter.

Very truly yours,



Laura Popp-Rosenberg

cc: Barbara A. Solomon

Epstein Drangel
Bazerman&James LLP

60 East 42nd Street, Suite 820, New York, NY 10165 - Phone: (212) 292-5390 - Fax: (212) 292-5391 - E-mail: mail@ipcounselors.com

June 9, 2008

Laura Popp-Rosenberg
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza
New York, NY 10017

Re: *Dr. Pepper / Seven Up, Inc. v. Krush Global Ltd., Opp No. 91180742 and Canc. No. 92048446*

Dear Laura:

This letter is in response to your letter of May 16, 2008.

Interrogatories Nos. 6 – 12

I have considered your objections to the interrogatory responses. Contrary to your belief, my client has properly responded to Interrogatories Nos. 6 – 12. You are essentially asking for us to present our case. Under established Board precedent, a party is not obligated to specify in advance of trial all of the evidence it intends to present. See Charrette Corp. v. Bowater Communication Papers Inc., 13 USPQ2d 2040 (TTAB 1989) and TBMP § 419(7). Accordingly, we will not supplement the responses at this time.

Interrogatory No. 3

See. Doc. No. 25.

Document Production

The second General Objection covers the objection that many of your document demands will not lead to the discovery of admissible evidence. Each General Objection is incorporated into each response. The rationale behind the relevancy to the U.S. action objection is the same as the objection that the demand will not lead to the discovery of admissible evidence. As you must know, subject to some minor exceptions, information concerning applicant's foreign activities, including foreign trademark applications and/or registrations, is not relevant to the issues in an opposition proceeding. Oland's Breweries [1971] Limited v. Miller Brewing Company, 189 USPQ 481, 483 n. 2 (TTAB 1975), affirmed, 192 USPQ 266 (CCPA 1976); and Johnson & Johnson v. Salve S.A., 183 USPQ 375 (TTAB 1974). Other than the documents already produced or where Krush has indicated it continues to search for relevant documents, Krush is not required to produce any further documents or otherwise respond to your demands that are not relevant to the issues in this proceeding.

Fraud Amendment

We do not consent to the amendment.

Very truly yours,

Jason M. Drangel

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX204

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | |
|---|---|
| DR PEPPER/SEVEN UP, INC.<br><br>*Opposer/Petitioner,*<br><br>v.<br><br>KRUSH GLOBAL LIMITED,<br><br>*Applicant/Registrant* | Consolidated Proceedings<br>Opposition No. 91180742<br>Cancellation No. 92048446 |

**RESPONSE TO OPPOSER/PETITIONER'S FIRST SET OF REQUESTS FOR THE PRODUCTION OF DOCUMENTS AND THINGS TO APPLICANT/REGISTRANT**

Pursuant to Rule 34 of the Federal Rules of Civil Procedure, Krush Global Limited, Applicant/Registrant, LLC (hereinafter "KRUSH" or "Applicant") hereby responds to Opposer/Petitioner, Dr. Pepper/Seven Up, Inc.'s (hereinafter "Opposer") First Set of Document Requests. To the extent not objected to below, and to the extent that KRUSH can locate the documents by a reasonably diligent search, non-privileged, responsive documents will be produced.

General Objections

KRUSH objects to Defendant's requests to the extent that they seek the production of "each" or "all" documents or things where summary reports or representative documents or things would adequately respond to the requests.

KRUSH objects to each request to the extent that it seeks documents beyond the scope permitted or required by the Federal Rules of Civil Procedure, or any other applicable rule or law.

In addition, KRUSH objects to each request to the extent that it seeks documents protected by the attorney-client privilege, the work product doctrine, or any other applicable privilege or evidentiary principle.

Nothing in KRUSH's responses are intended as, or shall be deemed to be, a waiver of any attorney-client privilege, work-product doctrine, or other applicable privilege or evidentiary principle. If KRUSH produces a privileged document, such production is to be deemed inadvertent and not a waiver of any applicable privilege or protection, and the inadvertently produced document will be subject to prompt return to KRUSH by Opposer and its attorneys.

To the extent Opposer seeks documents containing confidential or proprietary business information of a third party, KRUSH will not disclose any such documents absent the consent of the third party in question or an order of the Court.

By responding to these requests, KRUSH does not intend to, nor shall they be deemed to have admitted or otherwise adopted the definitions set forth by Opposer in its requests.

KRUSH have not completed its investigation of the facts relating to this case, discovery in this case, or preparation for trial. These responses are given without prejudice to KRUSH's right to produce evidence of any subsequently discovered facts, including the right to supplement or modify these responses if it obtains further information. KRUSH have made a diligent and good faith search for documents in its possession, custody, or control that are responsive to Opposer's requests.

However, KRUSH cautions that, because of the overly broad nature of Opposer's requests, it is possible that KRUSH currently may have in their possession, custody, or control responsive documents of which it is not presently aware or that it does not presently know are

responsive. Accordingly, KRUSH reserve the right to supplement their responses, including the objections contained herein, if and when such supplementation may be determined by KRUSH to be appropriate as a result of its continuing investigation of this matter.

KRUSH reserve the right to produce at trial and make reference to any evidence, facts, documents, or information not discovered at this time, omitted through good faith error, mistake, or oversight, or the relevance of which have not presently been identified by KRUSH.

KRUSH also reserve the right to further modify these responses as a result of subsequently discovered information.

By making documents responsive to the requests available for inspection and copying, KRUSH does not waive any objections as to competence, relevance, materiality, propriety, admissibility, and/or to any and all other objections on any ground that would require the exclusion from evidence of any document produced in accordance with Defendant's requests.

Subject to and without waiver of these General Objections, KRUSH respond to the Document Requests as follows:

**REQUESTS FOR THE PRODUCTION OF DOCUMENTS AND THINGS**

Request No. 1

All Documents requested to be identified, or otherwise identified, in response to Opposer/Petitioner's First Set of Interrogatories to Applicant/Registrant.

**RESPONSE TO REQUEST NO. 1**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 2

Documents sufficient to show the structure, organization, directors and officers of Applicant.

**RESPONSE TO REQUEST NO. 2**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 3

Documents sufficient to show Applicant's document retention and document destruction policies and electronic file retention and electronic file destruction policies.

**RESPONSE TO REQUEST NO. 3**

None.

Request No. 4

All Documents that support or contravene the Second Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer's claims are barred by the doctrine of unclean hands."

**RESPONSE TO REQUEST NO. 4**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 5

All Documents that support or contravene the Third Affirmative Defense in the Opposition Answer and the Cancellation Answer that "There is no likelihood of confusion between the respective marks."

**RESPONSE TO REQUEST NO. 5**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 6

All Documents that support or contravene the Fourth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer has acquiesced to the registration of and use of numerous marks incorporating the term 'CRUSH' in connection with food and beverage related goods/services," including but not limited to Documents sufficient to Identify all third party marks referenced in the Fourth Affirmative Defense.

**RESPONSE TO REQUEST NO. 6**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 7

All Documents that support or contravene the Fifth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The marks when viewed in their entireties differ in sound, appearance, and meaning."

**RESPONSE TO REQUEST NO. 7**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 8

All Documents that support or contravene the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is merely descriptive."

**RESPONSE TO REQUEST NO. 8**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 9

All Documents that support or contravene the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . . weak."

**RESPONSE TO REQUEST NO. 9**

Subject to the General Objections above, and to the extent such documents exist, are

relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 10

All Documents that support or contravene the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . .. commonly used by third parties," including but not limited to Documents sufficient to Identify each third party referenced in the Sixth Affirmative Defense.

**RESPONSE TO REQUEST NO. 10**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 11

All Documents Concerning the creation, selection and adoption of the Mark.

**RESPONSE TO REQUEST NO. 11**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 12

All Documents Concerning the decision to adopt CRUSSI-I as the spelling of the mark, including as opposed to adopting another phonetic equivalent such as but not limited to

CRUSH, KRUSH or KRUSSH.

**RESPONSE TO REQUEST NO. 12**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 13

All Documents Concerning the meaning or commercial impression of the Mark.

**RESPONSE TO REQUEST NO. 13**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 14

All trademark searches conducted by or on behalf of Applicant Concerning the right to use or register the Mark in the United States, and all correspondence and other Documents relating thereto.

**RESPONSE TO REQUEST NO. 14**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 18

All Documents Concerning any investigation of any of Opposer's Marks commissioned or received by or on behalf of Applicant.

**RESPONSE TO REQUEST NO. 18**

None.

Request No. 19

All Documents Concerning any investigation of goods and services offered under any of Opposer's Marks commissioned or received by or on behalf of Applicant.

**RESPONSE TO REQUEST NO. 19**

Request No. 20

All Documents Concerning Applicant's knowledge of Opposer and/or the activities of Opposer under any of Opposer's Marks.

**RESPONSE TO REQUEST NO. 20**

None.

Request No. 21

All Documents Concerning any investigation of third party marks consisting of or incorporating the term CRUSH or any phonetic equivalent thereof (including but not limited to CRUSSH, KRUSH or KRUSSH) commissioned or received by or on behalf of Applicant.

**RESPONSE TO REQUEST NO. 21**

Subject to the General Objections above, and to the extent such documents exist, are

relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 22

With regard to any third party marks known to Applicant that include the term CRUSH or any phonetic equivalent thereof (including but not limited to CRUSSH, KRUSH or KRUSSH) used in connection with food, beverages or related services, all Documents Concerning:

(a) use of the mark, including but not limited to geographical extent of use of the mark;

(b) the extent of advertising and promotion of the mark;

(c) consumer recognition of the mark; and

(d) the percentage share of the total relevant market enjoyed by goods or services sold under the mark.

**RESPONSE TO REQUEST NO. 22**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 23

All Documents Concerning any investigation, including but not limited to Market Research, by Applicant or on Applicant's behalf into any of the issues in this proceeding.

**RESPONSE TO REQUEST NO. 23**

None.

Request No. 30

Documents sufficient to identify all existing and planned CRUSSH Outlets.

**RESPONSE TO REQUEST NO. 30**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 31

All Documents concerning Applicant's decision to use the Mark in the United States.

**RESPONSE TO REQUEST NO. 31**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 32

Documents sufficient to identify every item offered or planned to be offered under the Mark.

**RESPONSE TO REQUEST NO. 32**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 33

A specimen of each item on which the Mark has appeared or will appear in the United States.

**RESPONSE TO REQUEST NO. 33**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 34

Representative samples of advertisements (regardless of media), catalogues, brochures, promotional materials and other marketing materials showing the manner in which Applicant has used or intends to use the Mark in the United States.

**RESPONSE TO REQUEST NO. 34**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 35

Documents sufficient to identify the types of media through which Applicant has used, or intends to use, to advertise, market, promote or otherwise publicize goods or services to be offered under the Mark in the United States.

**RESPONSE TO REQUEST NO. 35**

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 42

All Documents Concerning any goods or services offered under any of Opposer's Marks.

**RESPONSE TO REQUEST NO. 42**

None.

**EPSTEIN DRANGEL**
**BAZERMAN & JAMES, LLP**
*Attorneys for ~~Opposer~~ Applicant*

Dated:
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

## CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO DOCUMENT REQUESTS was served by ~~electronic~~ mail, on this 8th day of April, 2008, upon Opposer's counsel at: First class

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX205

RONALD J. LEHRMAN
STEPHEN BIGGER
ROGER L. ZISSU
RICHARD Z. LEHV
DAVID W. EHRLICH
SUSAN UPTON DOUGLASS
JANET L. HOFFMAN
PETER J. SILVERMAN
LAWRENCE ELI APOLZON
BARBARA A. SOLOMON
MARK D. ENGELMANN
NADINE H. JACOBSON
ANDREW N. FREDBECK
CRAIG S. MENDE
J. ALLISON STRICKLAND
JOHN P. MARGIOTTA
LYDIA T. GOBENA
CARLOS CUCURELLA
JAMES D. WEINBERGER
DAVID DONAHUE
NANCY E. SABARRA

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*AT FIRST AVENUE & 48TH STREET*
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AIMEE M. ALLEN
BETSY JUDELSON NEWMAN
NICHOLAS H. EISENMAN
KATE HAZELRIG
TODD MARTIN

January 22, 2008

**BY EMAIL & MAIL**

Jason M. Drangel, Esq.
Epstein Drangel Bazerman & James, LLP
60 East 42nd Street, Suite 820
New York, NY 10165

Re: *Dr Pepper/Seven Up, Inc. v. Krush Global Ltd.*, Consolidated Opp. No. 91180742 (Our Ref.: DPSU USA TC-07/08151)

Dear Jason:

This letter will serve to confirm certain agreements reached during the initial discovery conference held between the parties on January 22, 2008 pursuant to Trademark Rule of Practice 2.120(a)(2) and Federal Rule of Civil Procedure 26(f):

- The parties have agreed to a mutual exchange of the initial disclosures required under Trademark Rule of Practice 2.120(a)(2) and Federal Rule of Civil Procedure 26(a)(1) on February 8, 2008.[1]

- The parties have agreed to produce responsive documents and materials at opposing counsel's offices.[2]

- The parties have agreed that at the trial stage of these proceedings, direct testimony will be put into evidence in the form of affidavits (with all exhibits attached thereto), and that cross examination of witnesses, if requested, will be

[1] I spoke with the interlocutory attorney about the mistaken identification of "Cancellation No. 91180742" in the consolidation order issued by the Board today. He confirmed that the consolidated proceedings will follow the schedule set forth in the cancellation proceeding, No. 92048446.

[2] You indicated that you would confirm with your client whether it would be willing to exchange scanned images of produced materials in addition to hard copies, and whether it would be able to produce electronically stored information in searchable, electronic form. Please provide us with your client's position on these matters as soon as practicable.

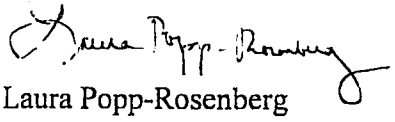
conducted orally. Plaintiff's direct testimony affidavits must be delivered no later than fifteen (15) days after the opening of its trial period, and the affiant must be made reasonably available for oral cross examination during the final fifteen (15) days of Plaintiff's trial period. Defendant's direct testimony affidavits must be delivered no later than fifteen (15) days after the opening of its trial period, and the affiant must be made reasonably available for oral cross examination during the final fifteen (15) days of Defendant's trial period. Rebuttal testimony affidavits must be delivered no later than seven (7) days after the opening of the rebuttal period, and rebuttal witnesses must be made reasonably available for oral cross-examination during the final eight (8) days of the rebuttal period.

- The parties have agreed that all produced documents are made of record for the proceedings, so that the parties can avoid the authentication procedure set forth in Trademark Board Manual of Procedure Section 704.11(1). In so agreeing, neither party waives any other objection(s) it may have to the admission of a particular document.

Should you disagree with any of the above items, please contact me to discuss as soon as possible.

Also, as discussed during the Rule 26(f) conference, we submit for your consideration the attached revision of the Board's Standard Protective Order. We look forward to your agreement to the revised terms.

Very truly yours,



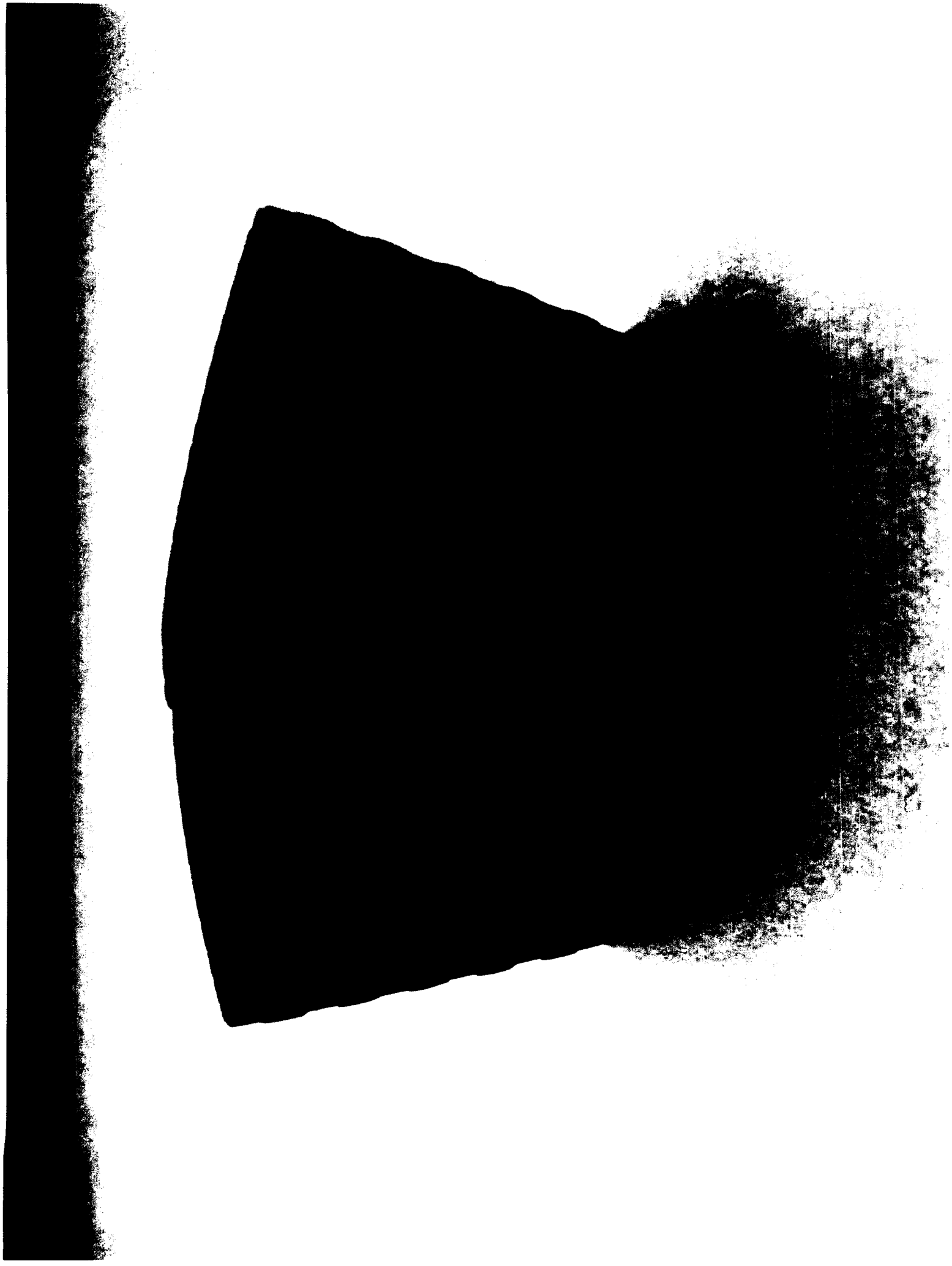
Laura Popp-Rosenberg

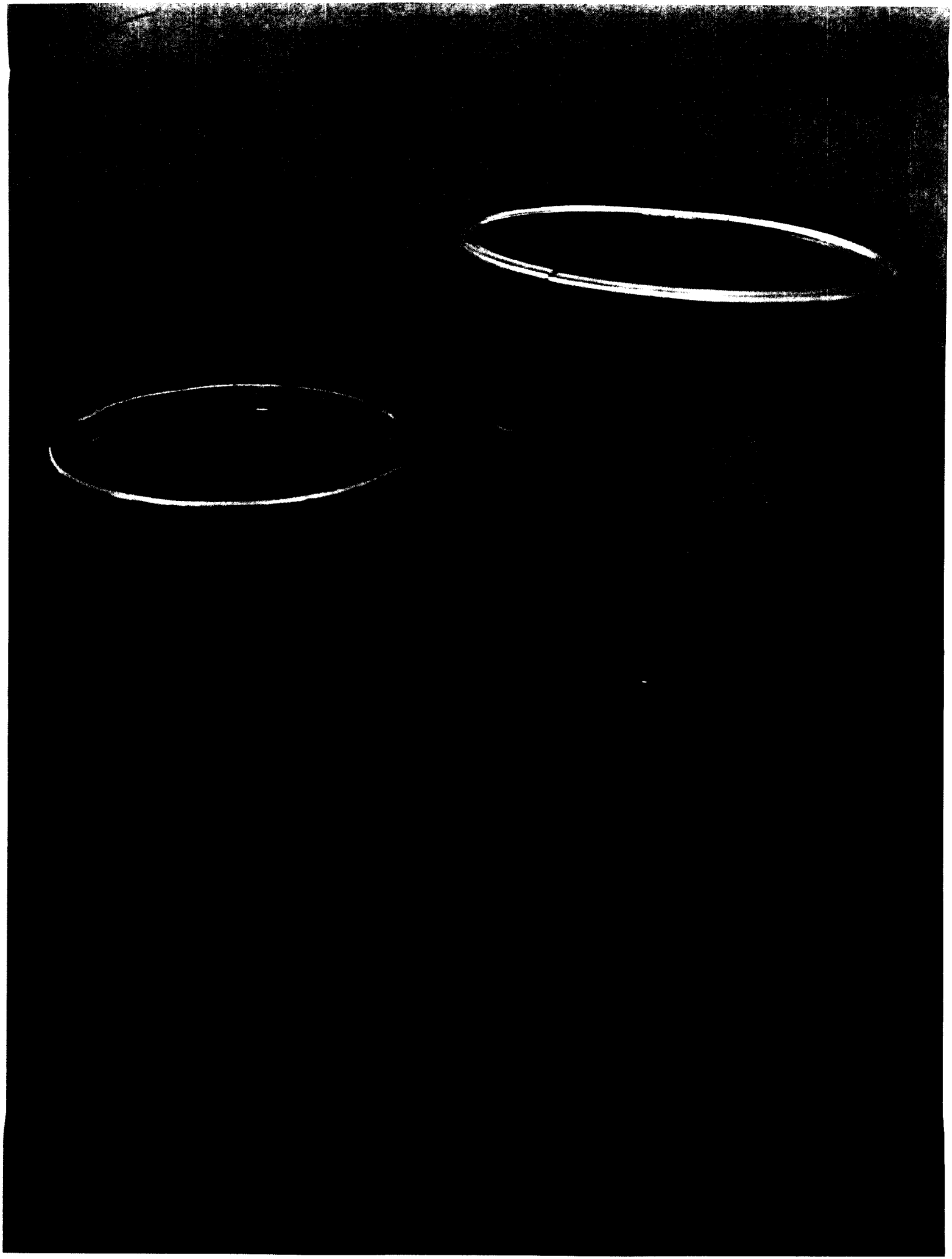
Enclosure
cc: Barbara A. Solomon, Esq.

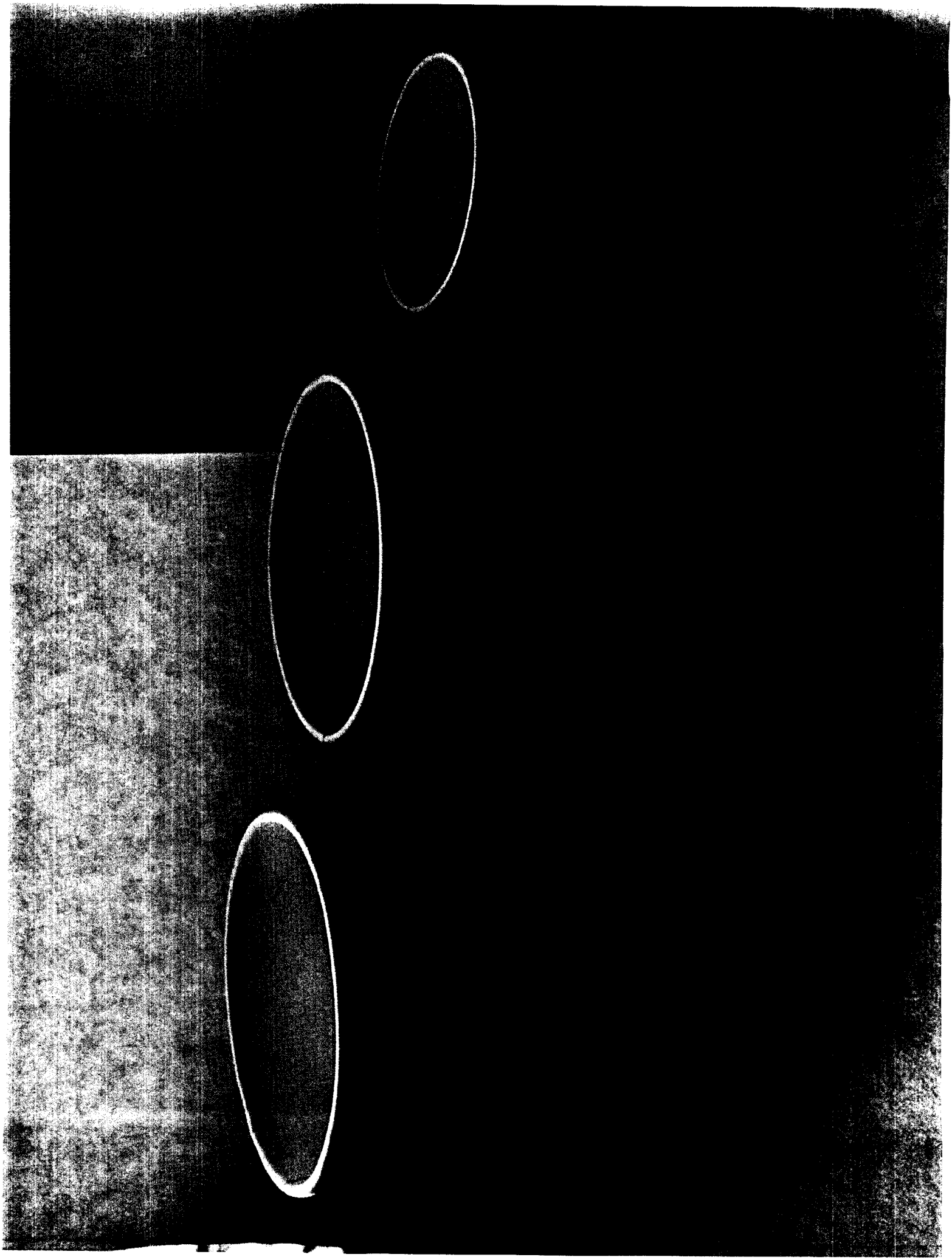
*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

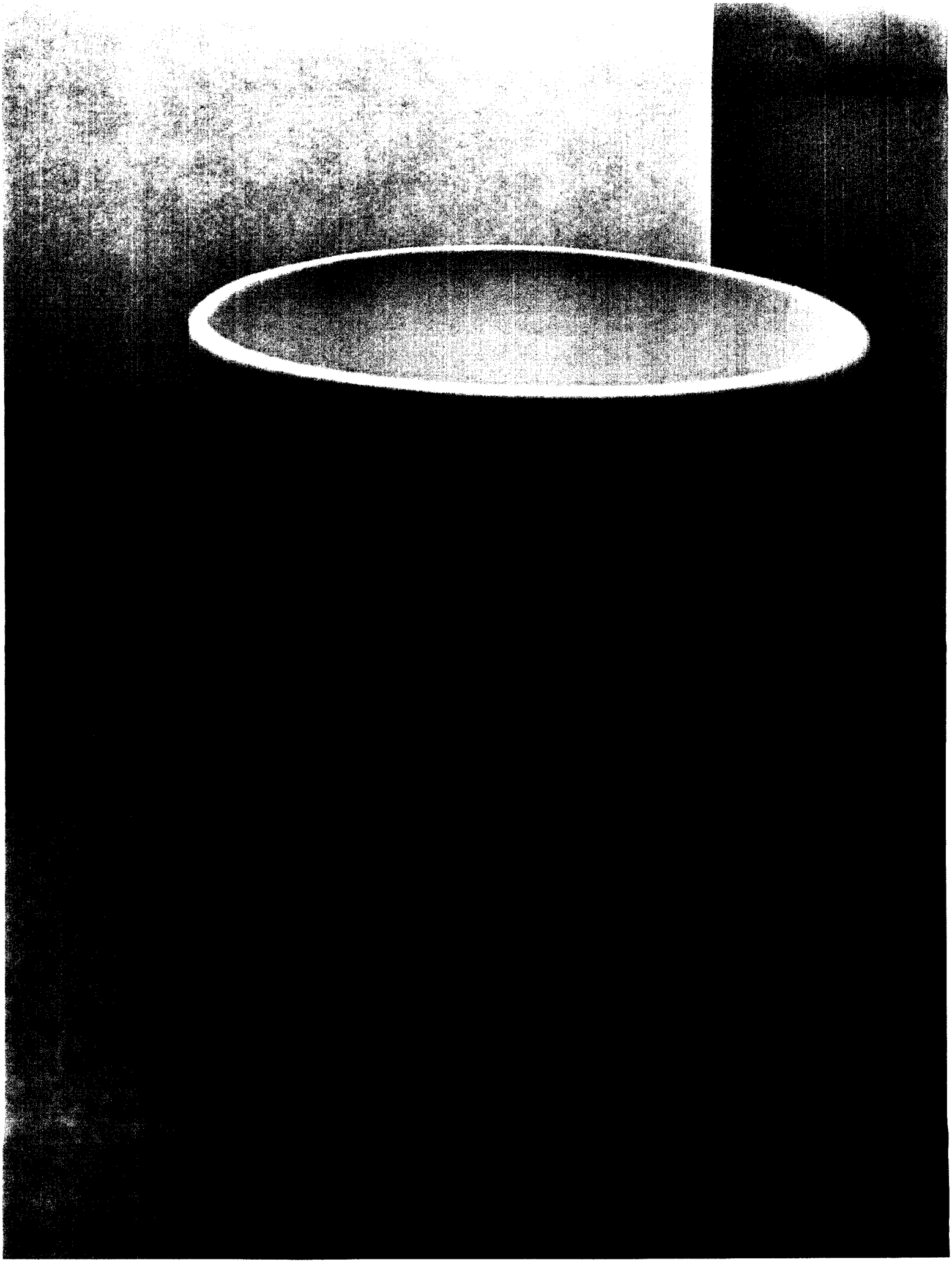
Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX206









*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX207

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | | |
|---|---|---|
| DR PEPPER/SEVEN UP, INC., | : | |
| Opposer/Petitioner, | : | Consolidated Proceedings |
| | : | Opposition No. 91180742 |
| - against - | : | Cancellation No. 92048446 |
| KRUSH GLOBAL LIMITED, | : | |
| Applicant/Registrant. | : | |

## SECOND TRIAL DECLARATION OF MARIO ORTIZ

MARIO ORTIZ declares under penalty of perjury as follows:

1. I am a paralegal with the firm Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, attorneys for Dr Pepper/Seven Up, Inc. ("Opposer"), opposer in Opposition No. 91180472 and petitioner in Cancellation No. 92048446. I submit this declaration as testimony in the above-captioned consolidated proceedings. This declaration is based on my own personal knowledge.

2. I took photographs of physical specimens produced by Applicant/Registrant Krush Global Limited ("Applicant") in these consolidated proceedings. The photographs are true and accurate representations of the originally produced physical specimens, and the documents constituting Opposer's Exhibit PX206 are true and correct copies of those photographs.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, declares that all statements made of his own knowledge are true, and all statements made on information and belief are believed to be true.

Declared under penalty of perjury this 1st day of June, 2009, at New York, New York.

Mario Ortiz



{F0464484 1 }

*DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED*

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

# OPPOSER'S EXHIBIT
# PX208

REDACTED

CONFIDENTIAL

indicative charges displayed so

treatments and bridges, and concerned excessive cost, pain

about helping patients and dentists to find a resolution.

*To contact the Dental Complaints Service, call 08456 120540, or go to www.dentalcomplaints.org.uk*

## Beauty Spot

**Eliisa Makin**

At the beginning of January everyone vows to get fitter, healthier and slimmer. But a reported 80 per cent broke their New Year's resolution by 15 January. If you're about to give up, why not try some of our detox ideas that might just help you back on your way to being a better you?

The hardest part of any new regime is to not want to grab one of those calorie-loaded cappuccinos, on the way into work. But the alternative is to stop at a Crussh juice bar and try their Detox Beet (£3.15) – an ultra-nutritious, energy boosting drink. A mix of beetroot, celery, apples, carrots and goji berries offers a natural cleansing and detox for the system. Find your nearest Crussh juice bar at www.crussh.com. The site also offers nutritional information on all their products, so you can keep track of what you're putting in your body.

We all have those bits that are a bit lumpy and bumpy. But Elemis are here to help with their Body Sculpting, Cellulite and Colon Therapy (*from £40; www.elemis.com*). Using the new Elemis Body Sculpting System, your silhouette will be redefined. The lipo-refining serum and sculpting firming cream target stubborn cellulite and sagging skin for visible results.

A detoxifying fennel and birch peel-off body mask smooths skin, stimulates circulation and reduces fluid retention. Cleansing the colon through abdominal massage helps detoxify the body – working from the inside out.


Once you have that new body, you'll want to make sure your hair's in tip-top condition too. Mop are offering mane medicine with their protein-smoothie hair treatment (*pictured: £30, 01282 613 413*). This product will help you have healthy-looking hair, to go with the new detoxed you.

After all the hard work to try and keep your resolution, why not treat yourself? Head to the Glow Urban Spa in Knightsbridge for a 90 minute massage (*£145; www.glowurbanspa.co.uk, 020 7752 0652,* ). The Super Balance body treatment offers a luxury holistic treatment using smell, touch, sound and heat to detox your body. You will be scrubbed with the special Abahna salts, which help revitalise your skin and release toxins. Then an Abahna Glow oil blend is massaged into your body – bringing about a soothing calm. The perfect way to end your detox.

# WHOLESOME LUNCHES FOR CITY SALAD DODGERS

CHOWING down on a salad for lunch might sound as appealing as being woken up with a bucket of cold water over the head at this time of year. Here are some suggestions for getting the necessary nutrients to see you through 'til Friday – and not a lettuce leaf in sight.

## LEON

If you haven't yet visited this healthy fast food chain, erm, where have you been?

As well as the usual superfoods on the menu (these guys created the original "superfood salad"), the winter season sees the introduction of a hearty beef and Guinness big dish; winter salsa verde dressing, laced with warming rosemary and oregano; and two new drinks — a Spiced Hot Apple Mull to bring you back to life and a Lemon & Ginger Coldbuster, which does what it says on the tin.

*Go to www.leonrestaurants.co.uk for City locations.*

## CRUSSH

Smoothie experts Crussh have this month launched "the world's most nutritious detox juice" — aka Detox Beet. A blend of the most potent superfoods known to man, the earthy concoction contains beetroot (surprise), celery, carrots, apples, goji berries and Spirulina.

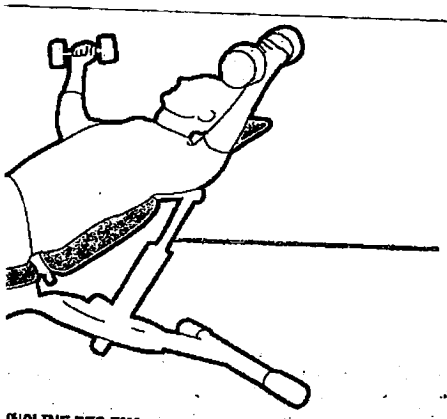
Previously used by NASA to nourish its astronauts, the super nutrient is known for all sorts of health benefits and promises to aid natural cleansing, strengthen the immune system, support cardiovascular health, lower cholesterol and improve digestive health. Strewth!

*Go to www.crussh.com for London locations*

## FRESH!

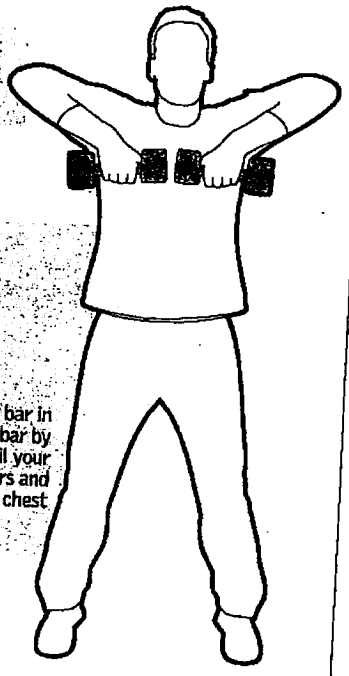
When only a sarnie will do, then the selection from Fresh! is your best bet for built-in feel good factor. This month's specials from the pre-packaged organic brand include Detox Diva Tuna and Detox Diva Tofu, with a special for Valentine's Day — the Hot Stuff.

A fiery concoction of roast beef, avocado and chilli jam, [illegible]

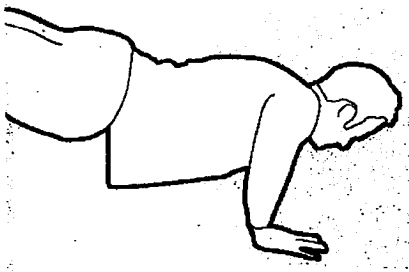


# FEELING GOOD FOR BUSINESS SPECIAL PAGES 14-16

**INCLINE PEC FLY** — Lying on a bench, set at an incline of around 30 degrees, perform a pec fly movement, keeping your elbows just slightly bent throughout in a fixed position. At the top of the movement you need to "squeeze" the muscles of the upper chest and really feel the upper middle part of the pectoral muscle contracting.



**UPRIGHT ROW** — Holding a bar in a close central grip, raise the bar by leading with the elbows, until your elbows are level with your ears and hands are at the top of your chest and no higher.



**DECLINED PRESS-UP** — The movement is the same as a conventional press-up, however your feet are elevated on a bench or chair, with your hands remaining on the ground. Make sure that your chest stays over your hands at all times and does not go forwards during the movement.

# XERCISES TO GET ON YOUR CHEST

K WORK-OUT SERIES, CELEBRITY GETS YOUR CHEST AND SHOULDERS

# WHOLESOME LUNCHES FOR CITY SALAD DODGERS

CHOWING down on a salad for lunch might sound as appealing as being woken up with a bucket of cold water over the head at this time of year. Here are some suggestions for getting the necessary nutrients to see you through 'til Friday – and not a lettuce leaf in sight.

## LEON

If you haven't yet visited this healthy fast food chain, erm, where have you been?

As well as the usual superfoods on the menu (these guys created the original "superfood salad"), the winter season sees the introduction of a hearty beef and Guinness big dish; winter salsa verde dressing, laced with warming rosemary and oregano; and two new drinks — a Spiced Hot Apple Mull to bring you back to life and a Lemon & Ginger Coldbuster, which does what it says on the tin.

*Go to www.leonrestaurants.co.uk for City locations.*

## CRUSSH

Smoothie experts Crussh have this month launched "the world's most nutritious detox juice" — aka Detox Beet. A blend of the most potent superfoods known to man, the earthy concoction contains beetroot (surprise), celery, carrots, apples, goji berries and Spirulina.

Previously used by NASA to nourish its astronauts, the super nutrient is known for all sorts of health benefits and promises to aid natural cleansing, strengthen the immune system, support cardiovascular health, lower cholesterol and improve digestive health. Strewth!

*Go to www.crussh.com for London locations*

## FRESH!

When only a sarnie will do, then the selection from Fresh! is your best bet for built-in feel good factor. This month's specials from the pre-packaged organic brand include Detox Diva Tuna and Detox Diva Tofu, with a special for Valentine's Day — the Hot Stuff.

A fiery concoction of roast beef, avocado and chilli jam, the iron, hot chilli and aphrodisiac qualities of avocado are all intended to create a little inner heat...

*The Hot Stuff! sandwich is available from supermarkets and independent stores nationwide at £2.45 RRP.*

# Sanderson style

Part of the stylish Sanderson hotel's identity rides on aspects of contrast. Comparing its understated location – nestled in one of the side-streets to the north of the less-shabby end of Oxford Street – with the high-octane fizz of its *über*-cool social fabric demonstrates the confidence of the Sanderson statement.

Suka, the hotel's Malaysian restaurant, breaths culinary life into the theme of 'la difference'. Although the dining environment includes so many staple ingredients of a stock fashionable London haunt – minimalist style, less than minimal prices – it's more than compensated for by the cuisine and the attentive, if somewhat contrived service.

Portions are generous and quality is high. We plumped for the tender green papaya salad and zingy Singapore black pepper mussels for starters, flittingly accompanied by divinely over-sized Mata Hari and Tiki Tiki girl cocktails.

For the main course, I sampled Suka's interpretation of a favourite Malaysian dish, Beef Rendang. Thankfully free of contemporary spin, the delicious, succulent meatiness of the beef was offset by the sweetness of the coconut sauce. My partner's choice, the Chicken Nyonya curry, was equally on the mark. As we quaffed our way through a crisp Sauvignon Blanc we were distracted by the background tittle-tattle of gorgeously hip, *über*-trendy girls and boys drifting across from the bar.

Suka is a satisfying pre-cursor to an extravagant night on the tiles. We giggled our way back to the bright lights of the West End, utterly indulged with fab food, with the only hangover in sight being next month's bank statement. ■ *Neil Lazaroo*

**Suka**
50 Berners St, London,
020 7300 1444

**Decor:** Minimalist designer chic

**Good:** Excellent cocktails and flavour balances

**Bad:** Slightly contrived service

**Average price:** £60 per person excl drinks (cocktails £9.50)

**Overall**
■■■■■

## Side order: The Athenaeum

**The Athenaeum Hotel**
116 Piccadilly, London
020 7499 3464
*www.athenaeumhotel.com*

**Decor:** Quintessentially English, modern twist

**Good:** Relaxing setting, high quality everything

**Bad:** Service a little slow at times

**Average price:** Pink Tea: £24.50 pp, £29.50 with glass of Champagne

**Overall**
■■■■■

Walking past the Athenaeum's lobby – pumpkin-russet and silk beige – we were almost sorry we weren't going to be served afternoon tea there. But the hotel's tearoom was all rose-velvet sofas, antique-style tables and cosy intimacy, perfect for a post-shopping tryst but saved from whimsy by an air of easy elegance.

Given the season, we decided on the set Pink Tea, dazzled by the selection of finger sandwiches (smoked salmon, honey roast ham, cucumber & cream cheese, and egg & cress), freshly-baked scones with clotted cream and home-made strawberry jam, Granny's Cakes (Carrot & Coconut, Traditional Fruit, Dark Chocolate & Orange, Lemon Drizzle) and toasted crumpets and teacakes.

Everything was perfect. We were offered more sandwiches than the initial serving, the scones were still warm, and the strawberry jam was some of the most exquisite we'd ever tasted. The Champagne was silk-smooth, and the tea choice was varied without further stressing us, already tired from shopping decisions.

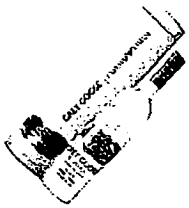
Frankly, one of the best teas in town in the perfect setting for Valentine's. Served daily from 2.30-6pm. À la carte options available. ■ *BW*

DRINKS

## Sip, swig, swirl

**Première Cuvée Nyetimber Chardonnay Brut 2000,** *selected by Trish Booth from Kendermanns, producers of international award-winning wines.* **Looks & Taste:** Deep gold, elegant, delicate, lively bubbles. Medal winner. **Nose:** Creamy rich, heady. **Finish:** Long and complex. **Best with:** Delicious alone or with smoked trout, Moroccan chickpea tagine, Roquefort cheese. **Drink:** Now. **Buy:** £23.99, Waitrose. **ABV:** 12%. ■


Keeping the love theme, **Crussh's Love Juice Smoothie** is ready to help you back on the getting-healthy-for-2008 wagon that you may have rolled off by now. Enjoy a fruity peach, strawberry, orange and banana mix in this magical potion, crammed with vitamins, minerals and antioxidants. £2.65 (350ml) For directions to your local Crussh bar, visit *www.crussh.com.* ■



It's a Harvey Nichols hat trick this month, with the **Limited-Edition Emporio Armani Grey Goose Vodka** (only 250 made). Again, this came out late last year (not in time to make our Dec/Jan issues), but it's worth catching up with. It was commissioned from Armani, comes in a pearlescent cream leather box, and proceeds from each sale will go to the Elton John Aids Foundation. £100 (70cl), Harvey Nichols, *www.harveynichols.com.* ■

# Sip, swig, swirl

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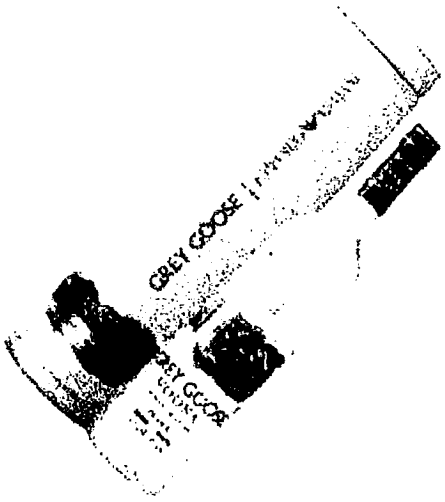


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# Press Articles

# Crush on you

**Forget frothy coffee – juice bars are where it's at. Just one slurp and you're smitten**

## Pulp and gulp

**Pineapple:**

**Orange:**

**Banana:**

**Ginger:**

**If that's got your tastebuds tingling try a T2 Tremor:**

- 1 peach (peeled and pitted)
- 1 banana (peeled and chopped)
- 2 oranges (peeled and segmented)
- 1 mandarin
- 1 cup (packed) baby corn

James@crush.com

# Press Articles

Daily Telegraph

Britain's biggest-selling quality daily

Monday, October 12, 1998

STYLE

A healthy alternative to the coffee bar is catching on rapidly, discovers **Sophie Gilbert**

## Juice is the next big thing

IT HAS become almost impossible, these days, to walk into a coffee shop and ask for a cup of coffee. Instead, employing a strange argot, one must specify "short" or "grande", "skinny" or "harmless" (whether cappuccino, latte or Americano) and which of a million glutinous shots (hazelnut, caramel, chocolate) one would like lurking at the bottom of one's paper cup.

Now, it seems, those who have mastered coffee-speak may have been wasting their time. The temptations online that are designed to persuade the consumer that vegetables are fun.

In London, there is Squeezed of Chelsea, Juice Mosaic off Oxford Street, Juice in Covent Garden and Squeeze in Kensington (which has already grown to six outlets), while Glasgow and Edinburgh have Mango and Stone. All offer a vast array of freshly squeezed concoctions, some with added vitamins.

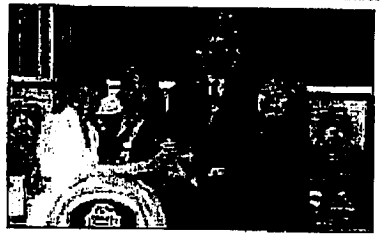
On Wednesday, the newest and most fashionable recruit to the juicing craze will be launched in the City of

# Press Articles



News

## People in pictures



TRADE charity leaders celebrated their year in office together with a Divorce Party luncheon.

The divorce of Licensed Victuallers' National Homes Chairman Chas Finch and 1998 Madam Chairman of the Ladies Central Council Sheila Wright was, of course, a sign of the end of their fund-raising year together.

The event was organised by Diane Coleman of the Black Horse, Iver Heath, Bucks, a member of the Oxon, Bucks and Berks District Board.

Pictured from left are organiser Diane Coleman, chairman Chas Finch, the judge and president of the Ladies Central Council Richard Hutchings and Madam Chairman Sheila Wright.

GUESTS and staff at the Lamb Inn in Aralover, Hampshire, dressed in costume for a Cockney Night to raise funds for the SLV.

# Rebel with a cause makes juice trendy

by GRAHAM STEWART-REED

AFTER at least a decade of new trends and concepts in the licensed trade, anyone would be forgiven for thinking there can't possibly be any more.

James Deen is obviously not listening and after opening his first juice bar – Crush – in the City of London, he is now well on the way to add a licensed cream in Mayfair.

He believes that now is the time to "juicejuice" after a multi million dollar, and expanding, business trend from America into the UK which itself has been showing an expanding appetite for fruit juices, at least according to soft drinks trade watchers.

James, and partner James Learmond, opened Crush in London's Cordell last October featuring fresh fruit and vegetable juices plus a fresh, healthy snacks offer and say "it's heading down nicely." However fresh ambitions are now extending into a juices bar with a licence to combine the best of two worlds and have yet their sites on a Mayfair location for a March opening.

"We're a bit different to the normal juice-centre snack operation," says James Deen. "We're making fresh juices every half an hour in a whole range of flavours and sizes and we use one of the country's top nutritionists to advise and structure our changing menu."

They use 32 different juices including some strange ones such as celery, broccoli and watermelon, and provide a take out and delivery service plus wholesaling. "We would be delighted to offer juices to the licensed trade but it is a question of priorities," said James.

Having been to the far East and seen how alternative products were combined with a "weird array of fruits", James felt there was a potential at home for the same combination hence the expansion into Mayfair.

"It's going to be a very interesting and different form of licensed premises. We will offer current juice bar's open 7am to 8pm but the new one will stay open until the late evening. We will change the atmosphere to the cafe evening with different lighting, a different food offer 'on view pricing' and even have the bar around."

The small but growing Crush organisation is optimistic about the future of fresh juices and figures from the soft drinks industry lend to support him.

Pure fruit juice sales topped the £1 billion mark in the UK in 1997, said the annual Soft Drinks Report in 1998, with volume up an per cent to 900 million litres mostly for the home market.

### Consumer

Christine Mitchell of the British Soft Drinks Association said the Irish juice market had changed in recent years with different consumer attitudes towards time occasions to drink and concerns about health – a trend encouraged by the recent Department of Health's launch of its five fruit and vegetables every day campaign.

The Soft Drinks 1998 Report from Euromonitor also confirms the growth in juice business at nearly twice the volume growth of the total soft drinks market.

## SFI pub group's winning formula

SUPERPUB operator SFI Group has reported a recession-busting set of interim results for the 26-week period ending November 21.

Company chairman and chief executive Tony Hill, said: "Good retailing is a winning formula for successful pub operations.

"With uneven results from the pub sector recently, there is an emergence of winners and losers. The winners are those who are good retailers and take on board and respond to consumer trends while innovating and thoroughly testing new ideas."

The company reported turnover up 42 per cent to £17.6 million with a 9.8 per cent like-for-like growth in pub earnings and a 54 per cent pre tax profit to £3.3 million.

This resulted in a 47 per cent earnings per share increase to 4.7p and an interim dividend growth of 50 per cent to 0.9p per share. In reporting his delight for

# Press Articles

Restaurants

With high wastage and drastic fluctuations in the price of fresh produce, juice bars have their work cut out to make a profit. **Bruce Whitehall** reports on what is likely to put the squeeze on this latest trend in offering wholesome and healthy alternatives

## The Juice is flowing


IS JUICE the new coffee? That's not as bizarre a question as it sounds for Britain's small but growing army of juice bar entrepreneurs. Encouraged by the rapid growth of specialty coffee bars since the mid-1990s, stylish new outlets with names like Joiva, Squeeze and Crussh have been springing up around central London office districts.

These bars, marketing premium vitamins similar to those of the "gourmet" coffee bars, a wide choice of unusual and interesting-sounding drinks (made to order from high-quality ingredients and served with a modish choice of sandwiches and snacks).

Like the coffee bars, juice bars have already "happened" in the USA, where the segment is reckoned to have built up $4b (£2.8bn) sales in less than five years, and spawned a handful of chains such as Jamba Juice (forecasting $150m (£92m) sales this year), Zaba Juice and Smoothie King. But while they tap into lifestyle connections that are similar to the coffee chains, the new juice bars entail operational differences. These may ultimately determine their viability as a niche market in the UK, where the average-household spend is still well below that of the USA (£90 vs the total food bill against 30%).

On the plus side, juice bars seem to ride the coffee bar with a strong health message. Having an estimated 4 in 10 of adults trying to ensure that optimum greatness of fruit and vegetables. A big choice of natural "boosters" like wheat grass (which can be grown at premises on the premises), ginger and herbs further raise the health appeal.

From a business viewpoint, however, there are a few minuses. First, the produce served by juice bars, mainly fruits, liquids and "vegetables", have neither like the same profit margins as coffee. A cappuccino or latte selling at £1.80 can attain a gross profit margin of 80-85%, but authentic, micro or liquid selling at the same price for a 10-12fl oz (273-340ml) portion typically achieve no more than 50% after wastage has been allowed for.

Espresso wastage is generally a hot beverage, fresh beans are ground only when the drink is served and it is not necessary, as with juicing, to guess supplies of perishable produce at sharply fluctuating prices every day.

"You have got to keep a very close watch on your daily turnover to ensure you are ordering the right quantities and avoid wastage.



# Press Articles

Customers sup the concoctions at Crush, which aims to offer nutritional food and drink in a trendy environment

## Now City slickers can get juiced up in a healthy way

Stuart Miller

THEY have a proud reputation for hard living and extravagant socialising. But the first whispers of a revolution in the lifestyles of City traders were heard yesterday with the opening of an establishment which claims to offer the perfect antidote to the physical demands of late 20th century life.

A stone's throw from the Bank of England, the City's first health juice bar, Crush, opened for business — heralding a trend which observers believe will rival the multi-million success stories of establishment sandwich and coffee chains.

He is no similar outlets will open in London this year, and hundreds are expected nationwide in what is being seen as the coming of age of the health food industry — high-quality, tasty and nutritional food and drinks served in a trendy, fast-food environment.

Crush is the first outlet for James Dean, a former corporate financier, James Leathwood, a property developer, and Marc Wardle, the operations manager.

"It used to be the case that you had to listen to the bearded food and wear sandals and have things in your hair to be into healthy food, but that's not the case any more," said Mr Dean, who came up with the idea while he was living in the United States.

The bar offers a range of carefully concocted juices made up from 20 different fresh fruits and vegetables, including oranges, bananas, broccoli, soya sprouts, cucumber, parsley, ginger and wheatgrass. The drinks which have names such as City Slicker and Rest and Revive, sell for around £2 a cup.

Rose Lake, the nutritionist who designed all the drinks and meals and is a private adviser to Diana Princess of Wales, said: "Some around here are working 15 or 16 hour days and that takes a lot out of them. Coming in here a few times a week will cancel out a lot of the bad stuff."

Crush Bars!

ROMAINE & CURTICE

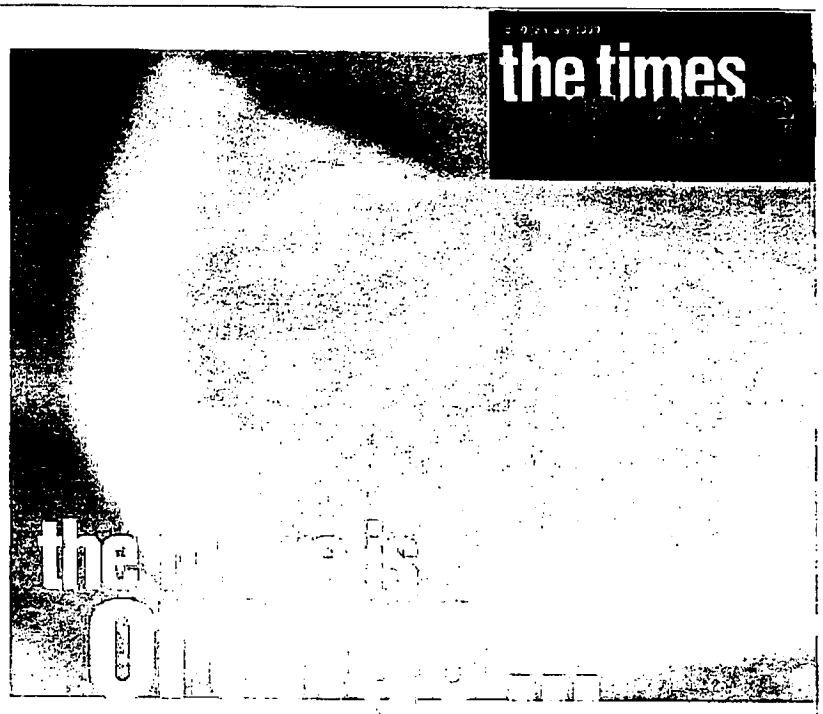
tel 0800 289543

The Guardian

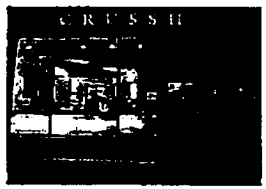
PR Planner No. 054-01

Daily – 380,400

# Press Articles




...and carrot and ginger and any other fruit care to mention, as Californian-style juice bars become the latest health fad to cause a buzz




# Cosmopolitan Choice

By Mar Lopez

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| | **SUNCRUSH**<br>735,754b Class **32**<br>4 Nov 1954 Registered |
| | **GOLD CUP JAFFACRUSH**<br>811,538 Class **32**<br>4 Oct 1960 Registered |
| ↘ | **Crushito**<br>818,469 Class **32**<br>20 Mar 1961 Registered |
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**KitchenAid Designer Color Blender KSB560**

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Cocktail : UK > Drink Recipes > Grape Crush (cocktail recipe)



# Cocktail Recipe > Grape Crush

## INSTRUCTIONS

Add grape juice, cranberry juice, and sour mix to a highball glass filled with ice. Stir and add 7-UP

## INGREDIENTS

- 3 oz. Grape juice
- 1 oz. Cranberry juice
- 1 oz. Sweet and sour
- 7-up

## PICTURE

Sorry, no image available

## EQUIPMENT NEEDED TO MAKE THIS COCKTAIL

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## FIND A DIFFERENT DRINK

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## DETAILS

Serves : 1
Type : Cocktail
Category : Non-alcoholic
Viewed : 13764 times
Rated: ☆☆☆☆☆

1 2 3 4 5

RATE DRINK

## YOUR COMMENTS: GRAPE CRUSH COCKTAIL

Kate said:
« This cocktail is refreshing and wakes you up in the morning.(it fills me with energy!) »

Love or hate this drink? Have your say...

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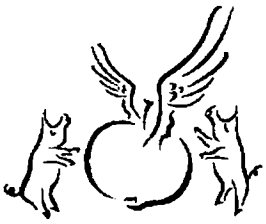

wine of wild orchards
juice of these valleys


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# LUSCOMBE
## DEVON. ENGLAND
## ORGANIC DRINKS

*for over 25 years*

T. 01364 643036 F.01364 644498
info@luscombe.co.uk

### DEVON APPLE

Pure Devon Apple Juice. Made from freshly pressed apples grown in local orchards, including Quench, Sugar Bush, Devon Crimson, Tail Sweet, Slack-Ma-Girdle just to name a few of the many varieties. Also a sweeter, Natural Apple Juice. Made exclusively from table or dessert apples

### APPLE & GINGER

Pure apple juice made with fresh root ginger, giving a real spicy taste at the back of your throat.

### APPLE & ELDERFLOWER

A pure apple juice with a hint of elderflower infusion – a good bouquet from the elderflower.

### APPLE & PEAR

Pear & Apple Juice. William's pears with apple. Good balance of flavours, reminiscent of childhood juices of France and Italy.


### APPLE & APRICOT

A blend of apple juice and apricot - a full earthy flavour with nice textures.

Fresh Root Ginger, brewed as it would have been at home many years ago. Cool version – less spicy.

**HOT GINGER BEER**

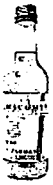
Fresh Root Ginger, brewed as it would have been at home many years ago. The award-winning Hot version – made with more spice.

**WILD ELDERFLOWER BUBBLY (SEASONAL)**

Another traditional country drink. Made as it would be at home. Fresh flowers picked in full sun in May and June

**SICILIAN LEMONADE**

Traditional Still Lemonade made with the best lemons in the world – from Sicily.

**St CLEMENTS**

A classic sparkling drink made from fresh oranges and lemons, like the "Bells of St Clements".

**RASPBERRY LEMONADE**

A crisp fresh blend of raspberries and Sicilian lemons with a slight sparkle to lift the delicate flavours.

**STRAWBERRY LEMONADE**

Another classic drink made with organic strawberries and Sicilian lemons. The slight sparkle lifts the flavours.

A classic Lime Crush made with Sri Lankan lime juice, Sicilian lemons and sparkling spring water

CIDER

A young light Medium Dry Cider, containing no preservatives or chemicals as usually used in Cider and Wine production. Varieties used include Tail Sweet, Sugar Bush, Devon Crimson, Slack-Ma-Girdle. Well respected amongst cider drinkers.

SEARCH DRINKS

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# Blueberry Crush

Rating: 5.0 / 10 (2 votes)

Rate this recipe Email recipe to a friend! Add to Favourites Printable version

## Colour

: Blue



## Ingredients

- 3/4 oz. Liqueur, blueberry (Creme de Myrtille)
- 1 1/2 oz. Gin
- 1/4 oz. Lemon Juice
- 1/2 oz. Sugar Syrup

## Glass to Use


Old Fashioned glass

## Mixing Instructions

Stir ingredients in a cocktail shaker with ice. Strain into glass.

## Contributor

This drink recipe was submitted by one of our eerily charismatic readers, Goodebuzz!

## Grapefruit Crush Drink Recipe

**Ingredients**

My Bar

4 oz Grapefruit Juice +

4 oz Lemonade +

NEW!

**Grapefruit Crush Directions**
Pour into an ice-filled collins glass. Garnish with a sprig of mint, and serve with a straw.

Serve Grapefruit Crush in a Collins Glass

1 Vote

Email Grapefruit Crush Recipe to a Friend

Put Grapefruit Crush recipe on your Site!

**Grapefruit Crush Drink Recipe Ingredients**

Grapefruit Juice

Lemonade



**Are you interested in becoming one of our Drink Masters? We are looking for people who live and breathe drink recipes, like the *Grapefruit Crush drink recipe*, to help us improve our site content. Send us an email to find our more.**

You've selected the following recipe

# Grape Crush Drink Recipe



| How to Make | Ingredient Brands | Similar Drinks | Drinks with Similar Ingredients |
|---|---|---|---|

**Recipe Rating:** 91 % (of 240 votes)

**Ingredients to use:**
1.0 fill with Lemon Lime Soda
1.0 oz. Cranberry juice
2.0 oz. Sour mix
1.0 oz. Vodka
0.5 oz. Chambord

**Directions:** Add all ingredients execpt 7-Up to a mixing glass filled with ice. Shake and strain into a glass filled with ice. Top off with 7-Up.

**Rate it:**
○ Good
○ Not So Good vote

Click your social network icon to send this recipe to your friends

Orkut coming soon!

Bad Recipe?: Is this recipe wrong or have a problem? Let us know

Tastes Like: Nothing Else!

We hope you found the above information on how to make a Grape Crush cocktail recipe helpful. If the instructions or directions for making this recipe are not correct please contact us.



What our users have to say about this recipe

Be the first to comment on this recipe Comments are moderated and will show up after being reviewed and approved:

Name:
Heading:

Comments:

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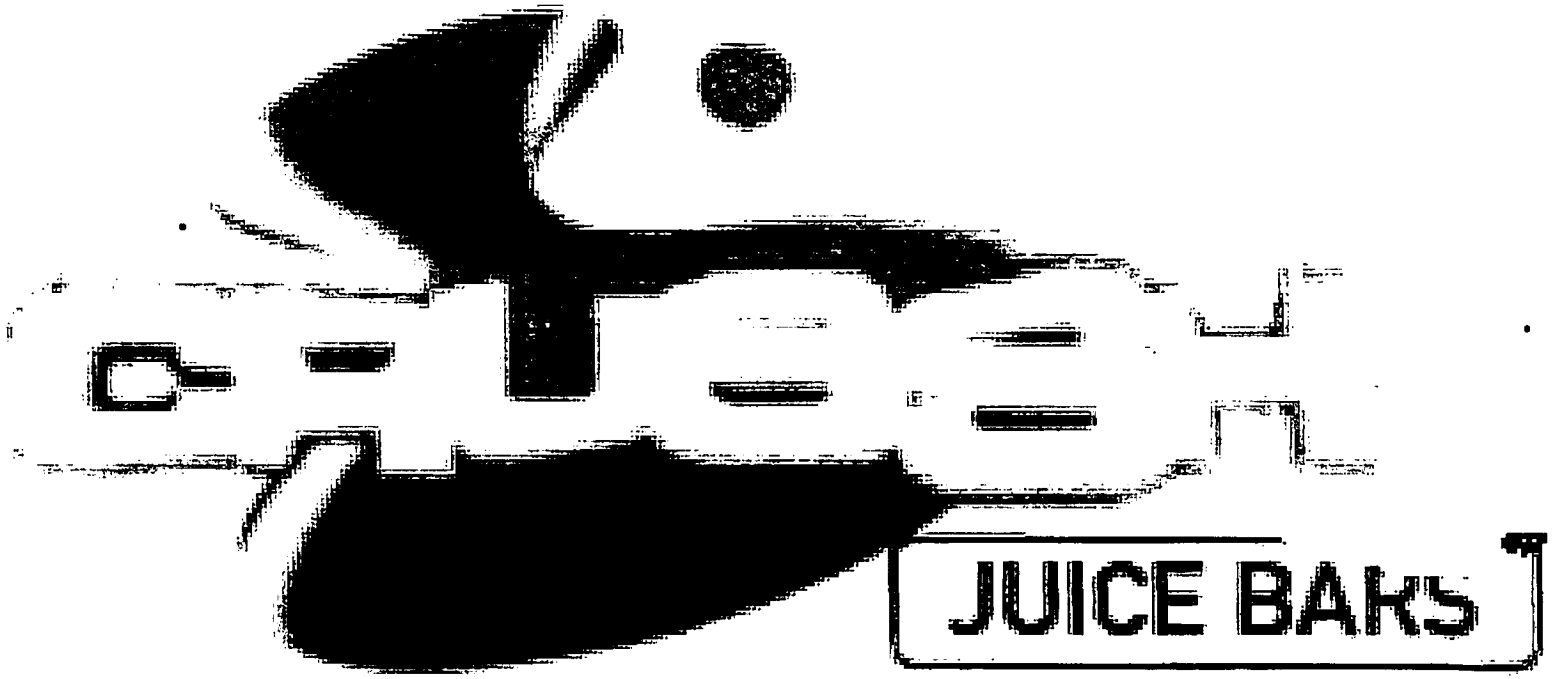

JUICE BARS

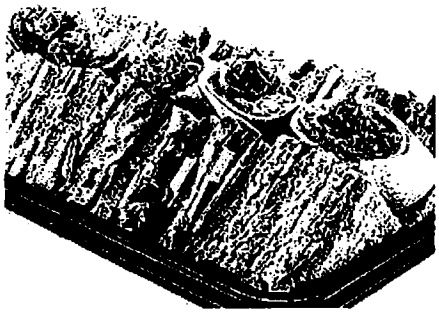
## 45mm STICKY BACKED LABEL

pms 152c + 519c

BLEED IF NECESSARY



JUICE BARs
CRUSSH



## Crussh Direct

In a russh?!! Then we'll bring Crussh to you. We deliver individual, group or corporate orders direct to your door.

### How to Order

It's easy... Simply **fax** your local store your order **by 10.30am*** and we'll **deliver** to your workplace by **12.30pm the same day.**

The **minimum order is £30** and **delivery is free** within our delivery zones. You can **pay** with **cash, cheque or BACS.**

Click here to download our menu. If you can't see exactly what you're looking for, don't worry - just give your local Crussh a ring direct and we'll be happy to help.

If you have any questions about Crussh Direct, just give us a call on 020 7580 7403

* Because we make our food fresh every day, we need all **platter & orders over £50 by 4.30pm the day before.**

JUICE BARS CRUSSH

Crussh Direct

Download Menu

Our innovative healthier sandwiches are hand made by our kitchen team fresh every day

Click Here if you would like to be kept up to date with the latest from Crussh

# DELIVERY MENU

| Sandwiches | Price | Qty |
|---|---|---|
| Mature cheddar & friars chutney (V) | £1.75 | |
| Egg mayo & mustard cress (V) | £1.40 | |
| Tu-cumber mayo | £1.95 | |
| Chicken salad | £2.15 | |
| Ploughman's Bloomer (V N) | £2.50 | |
| Classic Ham Bloomer | £2.50 | |
| Smokey ham swiss | £2.80 | |
| Free-range turkey club | £3.40 | |
| Smoked salmon & cream cheese bagel | £2.90 | |
| Wheatfree 5-a-day (V WF DF N) | £2.85 | |
| Wheatfree artichoke & wild rocket (WF DF V) | £2.85 | |

| Wraps | Price | Qty |
|---|---|---|
| Sushi wrap chicken/salmon/mushroom (N) | £3.50 | |
| Simply caesar (N) | £3.00 | |
| Tuna salad | £2.60 | |
| Hoummus & falafel (DF V) | £3.00 | |

| Salads with separate dressings | Price | Qty |
|---|---|---|
| O-me-good salad pot (OM DF) | £2.75 | |
| Pomegranate chicken & brown rice salad pot | £2.75 | |
| Sweet pepper & moroccan chicken salad pot | £2.75 | |
| Greek feta (V WF GF) | £3.65 | |
| Tuna nicoise (WF GF DF) | £4.95 | |
| Feta, roast pepper & sun dried tomato pasta (V N) | £3.25 | |
| Crayfish & yuzu salad | £3.65 | |
| Crayfish & sweet chilli noodle salad (DF) | £3.65 | |
| Wheatfree Spicy Mushroom Pasta (WF V) | £4.00 | |

| Salad bowls | Price | Qty |
|---|---|---|
| Bang bang chicken (N) | £4.95 | |
| Super - 7 (V WF GF DF) | £4.95 | |
| Free-range chicken caesar (N) | £4.95 | |
| Falafel Feta Beet (N V) | £4.95 | |

| Health pots | Price | Qty |
|---|---|---|
| Superfoods (V WF DF GF N) | £1.65 | |
| Beet-chick (V DF) | £1.65 | |
| Full o' beans (V WF N LOW GI) | £1.65 | |
| Hoummus & Veg dip sticks (V WF N) | £1.45 | |
| Tuna lean bean (WF GF DF) | £2.00 | |
| Tuscan chicken (WF GF N) | £2.00 | |

| Solo Juices | Med £2.50 | Lrg £3.00 | Full £3.50 |
|---|---|---|---|
| FRESH ORANGE JUICE | | | |
| FRESH APPLE JUICE | | | |
| FRESH CARROT JUICE | | | |

| 100% Juice Combos | £2.65 | £3.50 | £4.50 |
|---|---|---|---|
| CLEAN & LEAN apple melon cranberry | | | |
| ENERGISER apple carrot ginger | | | |
| LOVE JUICE orange strawberry peach banana | | | |
| ZINGER apple carrot pineapple orange | | | |
| PURIFIER apple carrot celery ginger red fruit | | | |
| LIQUID LUNCH apple pineapple ginger coconut milk | | | |
| SUPER JUICE carrot spinach beetroot cucumber | | | |
| GREEN GODDESS kiwi pear apple lime spinach celery cucumber | | | |

| Smoothies | £2.65 | £3.85 | £4.80 |
|---|---|---|---|
| Made with 98% fat free frozen yoghurt (or DF sorbet) | | | |
| STRAWBERRY COOL strawberry banana orange juice | | | |
| MANGO MADNESS mango banana orange juice | | | |
| PEACH PASSION peach banana orange juice | | | |
| BANANARAMA banana skimmed milk honey | | | |
| BLUEBERRY HILL blueberry banana apple juice | | | |
| BERRY BLAST raspberry blueberry banana apple juice | | | |
| PINEAPPLE PLEASURE pineapple banana pineapple juice | | | |

| Super Smoothies | £3.00 | £4.00 | £5.00 |
|---|---|---|---|
| Made with 98% fat free frozen yoghurt (or DF sorbet) with specially designed benefit booster added | | | |
| BRAINSTORM apple cranberry banana apple juice | | | |
| GOOD MORNING mango blueberry banana orange juice | | | |
| FAT BURNER blueberry red berries banana apple juice | | | |
| ENERGY EXPLOSION cherry banana apple juice | | | |
| BLISS BLEND peach mango pineapple banana coconut milk OJ | | | |
| BRAZILIAN acai paw paw banana apple juice | | | |
| BREAKFAST SMOOTHIE (N) milk muesli honey banana | | | |

| Cold Drinks | Price | Qty |
|---|---|---|
| STILL WATER | £0.80 | |
| SPARKLING WATER | £0.80 | |
| COKE | £0.80 | |
| DIET COKE | £0.80 | |
| VITAMIN WATER | £1.60 | |
| ORGANIC LEMON | £1.00 | |
| ORGANIC CRANBERRY | £1.00 | |

**Food Keys**

**O-Organic; V-Vegetarian; N-Contains nuts; DF-Dairyfree; WF-Wheatfree; GF-Glutenfree; LOW GI-Low Glycaemic Index; ♥ - Low Fat; Om-Rich in Omega 3**

## WHEATGRASS WEDNESDAY £1 A SHOT EVERY WEEK

| Morning Break | Price | Qty |
|---|---|---|
| Breakfast berry granola (V N) | £1.50 | |
| Fruit salad (V WF DF) | £2.60 | |
| Organic yoghurt - cranberries & seeds | £1.25 | |
| Low fat greek yoghurt honey/berry (V O) | £1.25 | |
| Muffin choc chip/apple/blueberry | £1.35 | |
| Summer porridge (O V WF) | £1.75 | |

| Snacks & Desserts | Price | Qty |
|---|---|---|
| Nut & Seed Mix (V N DF WF) | £1.35 | |
| Fair-trade choc shot (V N) | £1.50 | |
| Flapjack blackcurrant/raspberry (V N) | £1.10 | |
| Choc brownie (V N) | £1.25 | |
| Carrot cake (V N) | £1.85 | |
| Chocolate cake (N) | £1.85 | |
| Eat natural bar (V N) | £1.00 | |
| Kettle chips (V) | £1.00 | |
| G&B organic chocolate (O) | £0.95 | |

## Account Information

Company .....

Contact name .....

Contact no .....

Account Number (if applicable) .....

Delivery Address .....

.....

Delivery Date & Time .....

Special Delivery Requests .....

Payment by Cash or Account? .....

FREE delivery within our delivery zone. Minimum order is £20. All order received before 10:30am are guaranteed for same day delivery by 12:3pm. Because we make our food fresh any orders over £50 need to be supplied by 3:30pm the previous day

For a full list of stores visit www.crussh.com

## About Us

Quite simply, we are a refreshingly different, amazingly passionate and (well, we like to think) the country's BEST juice, smoothie and healthier eating company!

Pop into one of our juice bars and you'll see us whizzing up the best made-to-order fruit smoothies in the country, freshly pressing all our juices right in front of you and serving up some of the tastiest sandwiches, 'super-food' salads, sushi and delicious soups you can find anywhere.

From the beginning, way back in our first store in Cornhill in 1998, we have always strongly believed in avoiding additives, preservatives, GM foods, added salt and sugar and in using the best natural and organic ingredients whenever possible.

Our philosophy is simple – we're about making healthier, tastier food & drink easier for you!

About Us
The Crussh Team

Franchise Information

Our philosophy is all about making healthier, tastier food & drink easy for you!

Our bread has the fat and 25% less salt than normal malted wheat grain, so even our sandwiches are that little bit healthier

Click Here if you would like to be kept up to date with the latest from Crussh

## The Crussh Team

Meet the team behind the scenes...

### James Learmond
**Crussh Founding Director**

Way back in 1998 James couldn't find anyone on the High Street that offered a healthier alternative and saw a gap in the market. Nine years on, Crussh are still London's favourite freshly made to order juice and smoothie bar, dedicated to providing Londoner's with a genuine fast healthy food alternative.

### Christopher Fung
**Crussh Managing Director**

Originally from Hong Kong, Chris grew up in Australia – a country that's certainly no stranger to fresh juice and smoothie bars. An out-and-out foodie, Chris is now responsible for bringing the juice revolution to the UK and beyond!

### Nick Nathan
**Crussh Operations Director**

Nick's been with Crussh pretty much from the start and he's in charge of perfecting all new smoothie and juice concoctions as well as coming up with new recipes, from seasonal soups & sandwiches to creating up the latest 'super-food' salads. A gold medal chef, it's Nick that makes sure we offer all of you some really exciting healthier food ideas.

About Us
The Crussh Team

Franchise Information

We're always working on a healthier and tastier alternative and would love to hear your ideas

We have always believed in avoiding artificial additives, preservatives & GM wherever possible, so that the food you eat is naturally fresh

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Crussh - Jubilee Place

## Franchise Information

We currently are issuing some selective master franchises. If you think you have prior multi-store experience and the passion to help expand Crussh please let us know.

If you are interested in finding out more please click here to register your interest.



Crussh is famous for making London's BEST smoothies! That's why we're now the UK's largest fresh juice bar

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JUICE BARS
CRUSSH

## DRINKS

- Fresh Juice
- Smoothies
- Super Smoothies
- Boosters & Wheatgrass
- Coffee & Hot Drinks
- Cold Drinks

## FOOD

- Porridge & Breakfast
- Morning Break
- Soup
- Salads
- Healthpots
- Sandwiches & Wraps
- Toasties
- Sushi
- Snacks and Desserts

### Search Our Menu

**Menu Groups:**
Select Menu Group

**Nutritional Options:**

Search

Our noodle salads & sushi wraps are low fat & perfect for a healthier lunch alternative to lettuce

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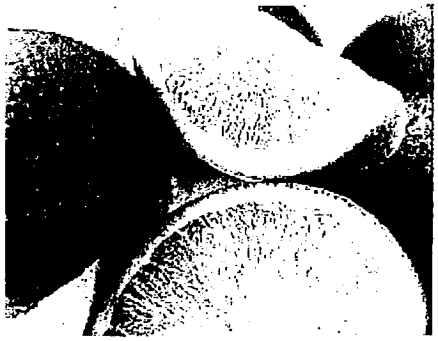
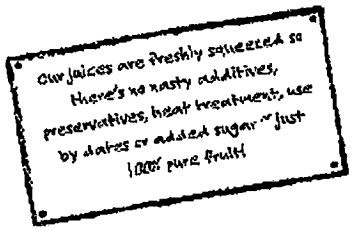


## Why Juice?

There's no doubt about it. Juicing is one of the easiest ways to make your life a whole lot healthier.

Raw juices are simply freshly pressed fruit and vegetables – carrots, apples, pears or even celery and beetroot - just chopped up and put through a juicer machine to extract all the juice and goodness. That's it.


While we don't promise instant beauty or eternal life, drink fresh juice regularly and you will probably:

- Feel full of energy and be revitalised
- Have smoother, brighter, clearer complexion and a smile to match
- Find you lose a bit of excess weight
- Have a healthier, happier lifestyle

### So what's so good about fresh juice?

1. **'Fresh' really means fresh** - The real meaning of 'fresh' is extremely important to us. Our juices are all made right there in front of you. No apple, carrot or spinach leaf gets juiced until you give us the nod. Heat-treated, bottled smoothies, however, can sit in a supermarket chiller for over a week!
2. **More energy** - Food is fuel. Without the right fuel, the body simply can't run at its best. Fresh juice is packed with all the important bits - vitamins, nutrients and minerals that are vital for all kinds of chemical reactions in the body.
3. **Natural high** - Juicing gives us an instant energy hit without the usual suspects of refined sugars and caffeine.
4. **Easy nutrients** - Lots of important trace elements, vitamins and minerals are trapped in the fibrous parts of fruit and veg that our bodies love. Juicing releases all those ultra-healthy nutrients so they can be easily absorbed into the bloodstream.
5. **Living enzymes** - Enzymes are the all-singing, all-dancing types of 'phytochemicals' that are critical for literally hundreds of chemical reactions taking place in our bodies every day. Raw juices are just-pressed, raw and brimming with these incredible little things. Bottled juices and pre-packaged smoothies, however, aren't so lucky. Pasteurisation, no matter how 'gentle', leaves them devoid of enzymes. Erm, that's why we don't do it.
6. **Easy peasy lemon squeezy** - Most of us know we should be eating more fresh fruit and vegetables. It's not rocket science but being healthy can somehow seem like really hard work. Rustling up a mung bean vegetable stew from scratch might be an effort. Drinking a deliciously fruity, just-pressed juice on your way to work isn't.

**Click Here if you would like to be kept up to date with the latest from Crussh**

## Our Stores

You can find your nearest Crussh at...

### COME VISIT OUR NEW STORE

**Marble Arch**
Unit 4
Bryanston St
W1H 7EF

Tel. 020 7723 5272
Fax. 020 7723 5300
View more details

Store List

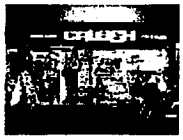
London Map

### West End Stores

We strive to make every juice or smoothie from scratch in less than 20 seconds... so you can rely on us whenever you need to pop in for a quick pick me up

**Strutton Ground**
15 Strutton Ground
SW1P 2HY

Tel. 020 7233 1955
Fax. 020 7233 0319
View more details



**Notting Hill**
59 Notting Hill Gate
W11 3QS

Tel. 0207 221 4325
Fax. 0207 221 7199
View more details

**Soho**
14 Broadwick Street
W1F 8HP

Tel. 020 7287 4480
Fax. 020 7287 4500
View more details

**Eastcastle Street**
47 Eastcastle Street
W1W 8DY

Tel. 020 7636 9834
Fax. 020 7636 9865
View more details

**Mayfair**
1 Curzon St
Mayfair
W1J 5HD

Tel. 020 7 629 2554
Fax. 020 7629 2298
View more details

**Rathbone Place**
30 Rathbone Place
Soho
W1T 1JQ

Tel. 020 7636 9808
Fax. 020 7637 4710
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**Russell Square**
U28 The Brunswick
Bloomsbury
WC1N 1AW

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**Charing Cross**
11 Strand
-
WC2N 5HR

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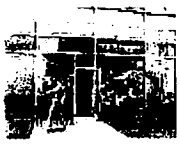

### BBC Centre

BBC Centre
Vivacity
W12 7TR

Tel. 020 8746 7916
Fax. 020 8746 7035
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### Westminster

4 Millbank
Westminster
SW1P 3JA

Tel. 020 7233 2099
Fax. 020 7222 7810
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### High St Kensington

27 Kensington High Street
Kensington
W8 5NP

Tel. 020 7376 9786
Fax. 020 7937 4896
View more details

### Westway Sports Centre

Westway Sports Centre
Latimer Road
W10 6RP

Tel. 020 8969 0761
Fax. 020 8969 0761
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## City Stores

### Bankside

Unit R5
14 Sumner Street (off Southwark St)
SE1 9JZ

Tel. 020 7928 3007
Fax. 020 7928 2985
View more details

### Bank

48 Cornhill
Bank
EC3V 3PD

Tel. 020 7 626 2175
Fax. 020 7 626 1312
View more details

### Canary Wharf - Tower Concourse

Tower Concourse Level
Canary Wharf
E14 5AB

Tel. 020 7 513 0076
Fax. 020 7 519 1776
View more details

### Canary Wharf - Jubilee Place

Unit 21 Jubilee Place
Canary Wharf
E14 5AB

Tel. 020 7 519 6427
Fax. 020 7 519 6428
View more details

### Ludgate Circus

6 Farringdon Street
Ludgate Circus
EC4M 7LH

Tel. 020 7489 5916
Fax. 020 7489 5917
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## Exhibition Centre Stores

### Earls Court 1 Exhibition Centre

Earls Court 1 Exhibition Centre
Warwick Road
SW5 9TA

Tel. 02073708354
Fax. 02073708258
View more details

### Earls Court 2 Exhibition Centre

Earls Court 2 Exhibition Centre
Warwick Rd
SW5 9TA

Tel. 020-7370 8351
Fax. 020-7610 0357
View more details

### Olympia Exhibition Centre

Olympia Exhibition Centre
Hammersmith Road
W14 8UX

Tel. 020-7598 2758
Fax. -
View more details

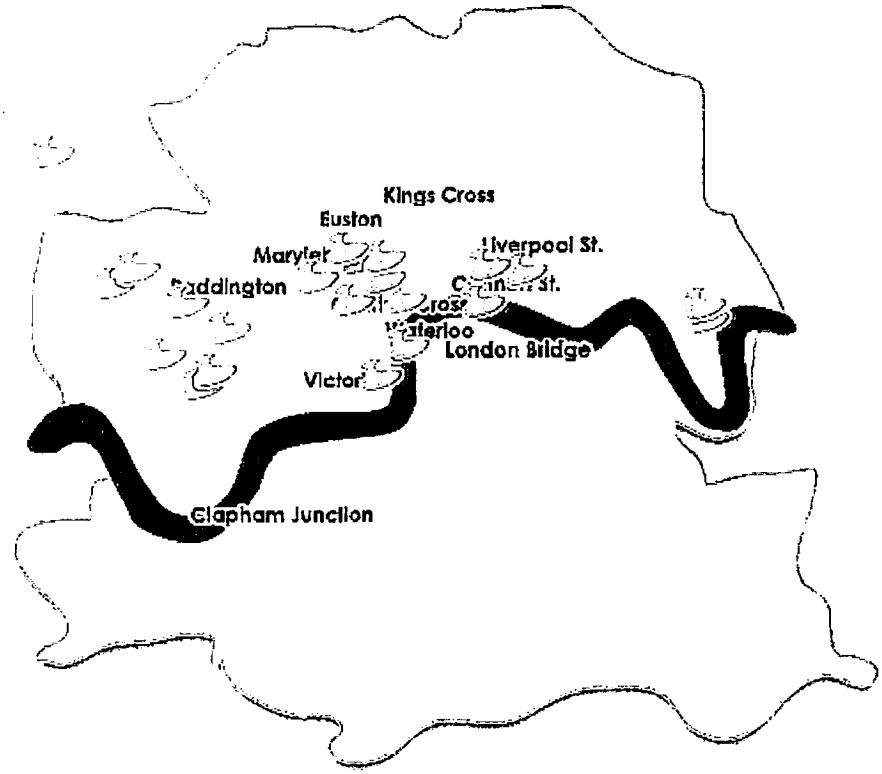
## Kent

### Bluewater

Unit 90B
Upper Thames Walk
DA9 7TR

Tel. 01322 423 700
Fax. 01322 242 3031
View more details

**Click Here if you would like to be kept up to date with the latest from Crussh**

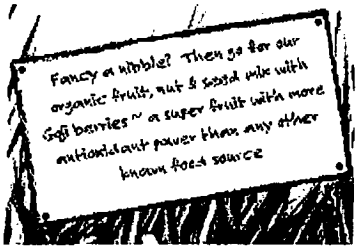



JUICE BARS CRUSSH

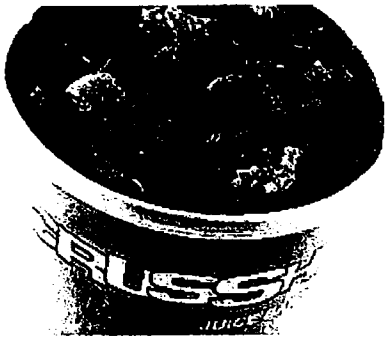
Store List

London Map

In a russh!!! Then let us bring Crussh to you... We do individual, group and company deliveries (even 3pm smoothie time to perk up your office!)




Click Here if you would like to be kept up to date with the latest from Crussh



## What's new at Crussh?

What's new at Crussh?

Crussh In The News

We strive to cater for all customers needs, offering plenty of tolerance friendly options such as quinoa, buckwheat pasta & wheat free bread

**We love Wheatgrass!**
It's one of nature's true super foods and contains almost everything needed to keep us going. The best way to absorb all it's natural goodness is by extracting the juice and drinking it straight away to benefit from its nutrients

*21st November 2007* View more details

**Porridge**

*18th February 2008* View more details

**Spring Boost your drink**
If you fancy getting a little ore out of your freshly-made-drink, then try adding one of our Crussh Boosters.

*07th March 2008* View more details

**NEW STORE - Marble Arch**
Our brand new store opens on Monday the 10th of March, just behind Marble Arch station

*07th March 2008* View more details

**low GI JANE**
Fight the carbs with our NEW spring drink - low GI JANE. A tasty combination of celery, cucumber & organic apples.

*07th March 2008* View more details

**Crussh goes Carbon Neutral**
At Crussh we like things fresh and 100% natural. In fact we try and incorporate it in everything we do on a day-to-day basis. Whether it's coming up with a tasty new juice, researching new packaging or simply turning the office lights off at night.

*07th April 2008* View more details

Crussh toasties are made using bespoke low fat ciabatta style bread

Click Here if you would like to be kept up to date with the latest from Crussh

## Talk To Us

If you would like to know more about Crussh or have something to say, it would be really great to hear from you...

**Crussh Head Office**
**5th Floor,**
**79 - 80 Margaret Street**
**London,**
**W1W 8TA**

**Tel:** 020 7580 7403
**Fax:** 020 7631 1415

Talk To Us

Tell Us What You Think

Franchising

Work With Us

Keep Me Posted

### Customer Comments

Name

Email

Phone

Comments

send message

We have one of the largest daily soup ranges in London. Choose from our classic, gourmet, organic or chilli

As the founder of Crussh, James is always eager to hear your feedback and ideas, so you can also email him direct on jlearmond@crussh.com

Click Here if you would like to be kept up to date with the latest from Crussh

TALK TO US


## Thank you for your feedback!

**Crussh was set up way back in 1998 to provide a genuine alternative to unhealthy fast food. Our philosophy at Crussh is simple – we're about making healthier, tastier food & drink easier for you. We hope to see a day when people actively seek fresh juices and healthy food!**

**We'd really love to hear your thoughts & suggestions about your Crussh experience. Listening to your feedback helps us to continually improve each and every day.**

**As our way of saying "Thanks" for your time, you'll be automatically entered into our draw to win a week's worth of smoothies.**

**Please select the city where you last visited Crussh:** 1. London - West End Stores

# fruit crush

Also found in: Hutchinson

0.09 sec.



## Thesaurus

Legend: Synonyms | Related Words | Antonyms

**Noun 1. fruit crush** - drink produced by squeezing or crushing fruit

- fruit juice
- beverage, drinkable, potable, drink - any liquid suitable for drinking; "may I take your beverage order?"
- nectar - fruit juice especially when undiluted
- apple juice - the juice of apples
- cranberry juice - the juice of cranberries (always diluted and sweetened)
- grape juice - the juice of grapes
- grapefruit juice - the juice of grapefruits
- orange juice - bottled or freshly squeezed juice of oranges
- pineapple juice - the juice of pineapples (usually bottled or canned)



Link to this page:

program

## Mentioned in

apple juice
beverage
cranberry juice
drink
drinkable
fruit juice
grape juice
grapefruit juice
nectar
orange juice
pineapple juice
potable

## Dictionary/thesaurus browser

fruit
fruit bar
fruit bat
fruit beer
Fruit bud
fruit cocktail
fruit compote
**fruit crush**
fruit custard
Fruit dot
fruit drink
fruit fly
fruit grower
Fruit jar
fruit juice

## Full browser

fruit beer
Fruit bottom
Fruit bottom
Fruit bromelain
Fruit bromelain
Fruit Brute
Fruit bud
Fruit bum
Fruit butter
Fruit butters
Fruit by the Foot
Fruit cake
Fruit cake
Fruit cake
Fruit Chan
Fruit Chan Gor
fruit cocktail
fruit cocktail
Fruit Column
fruit compote
fruit compote
Fruit Cove
Fruit Cove, FL
Fruit Cove, Florida
**fruit crush**
Fruit cups
fruit custard
Fruit dot
Fruit dove
fruit drink
fruit drink
fruit drink
Fruit extracts
Fruit extracts
Fruit extracts
Fruit extracts
Fruit fetish
Fruit fetishism
Fruit flies
Fruit flies
Fruit flies
fruit fly
fruit fly
fruit fly
fruit fly
Fruit fly control
Fruit Fly Genetics and Management Laboratory
Fruit fool
Fruit from a forbidden tree

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11 results for: *crush*
(Browse Nearby Entries)



Dictionary.com Unabridged (v 1.1) - Cite This Source - Share This

**crush** [kruhsh] Pronunciation Key - Show IPA Pronunciation

*-verb (used with object)*

1. to press or squeeze with a force that destroys or deforms.
2. to squeeze or pound into small fragments or particles, as ore, stone, etc.
3. to force out by pressing or squeezing; extract: *to crush cottonseeds in order to produce oil.*
4. to rumple; wrinkle; crease.
5. to smooth or flatten by pressure: *to crush leather.*
6. to hug or embrace forcibly or strongly: *He crushed her in his arms.*
7. to destroy, subdue, or suppress utterly: *to crush a revolt.*
8. to overwhelm with confusion, chagrin, or humiliation, as by argumentation or a slighting action or remark; squelch.
9. to oppress grievously.
10. *Archaic.* to finish drinking (wine, ale, etc.).

*-verb (used without object)*

11. to become crushed.
12. to advance with crushing; press or crowd forcibly.

*-noun*

13. the act of crushing; state of being crushed.
14. a great crowd: *a crush of shoppers.*
15. *Informal.*
    a. an intense but usually short-lived infatuation.
    b. the object of such an infatuation: *Who is your latest crush?*

[Origin: 1300-50; ME *crus-chen* < MF *cruisir* < Gmc; cf. OSw *krusa, krosa,* MLG *krossen* to crush]

*—Related forms*
**crush·a·ble,** *adjective*
**crush·a·bil·i·ty,** *noun*
**crush·a·bly,** *adverb*
**crusher,** *noun*

*—Synonyms* 1. crumple, rumple. 2. pulverize, powder, mash, crumble. See BREAK. 7. quell, overcome, quash.

*Dictionary.com Unabridged (v 1.1)*
*Based on the Random House Unabridged Dictionary. © Random House, Inc. 2006.*

American Heritage Dictionary - Cite This Source - Share This

**crush** (krŭsh) Pronunciation Key

v. **crushed, crush·ing, crush·es**

v. *tr.*
1. To press between opposing bodies so as to break or injure.
2. To break, pound, or grind (stone or ore, for example) into small fragments or powder.
3. To put down; subdue: *crushed the rebellion.*
4. To overwhelm or oppress severely: *spirits that had been crushed by rejection and failure.*
5. To crumple or rumple: *crushed the freshly ironed shirt.*
6. To hug, especially with great force.
7. To press upon, shove, or crowd.
8. To extract or obtain by pressing or squeezing: *crush juice from a grape.*
9. *Archaic* To drink; quaff.

v. *Intr.*
1. To be or become crushed.
2. To proceed or move by crowding or pressing.

n.
1. The act of crushing; extreme pressure.
2. The state of being crushed.
3. A great crowd: *a crush of spectators.*
4. A substance prepared by or as if by crushing, especially a fruit drink: *orange crush.*
5. *Informal*
   a. A usually temporary infatuation.
   b. One who is the object of such an infatuation.
6. A decisive or critical moment or situation.
7. The process of stamping or crushing grapes for wine.

[Middle English crushen, from Old French croissir, *of Germanic origin.*]

**crush'a·ble** *adj.*, **crush'er** *n.*, **crush'proof'** (-prōōf') *adj.*

***Synonyms***: These verbs mean to press forcefully so as to reduce to a pulpy mass: *crushed the rose geranium leaves; mashed the sweet potatoes; pulped raspberries through a sieve; smashed the bamboo stems with a hammer; squashed the wine grapes.* See Also Synonyms at crowd[1].



Online Etymology Dictionary - Cite This Source - Share This

**crush**

1398, from O.Fr. *croisir* "to gnash (teeth), crash, break," perhaps from Frank. **krostjan* "to gnash." Sense of "person one is infatuated with" is first recorded 1884; to *have a crush on* is from 1913.

crush

*noun*
1. leather that has had its grain pattern accentuated [syn: crushed leather]
2. a dense crowd of people
3. temporary love of an adolescent [syn: puppy love]
4. the act of crushing

*verb*
1. come down on or keep down by unjust use of one's authority; "The government oppresses political activists" [syn: oppress]
2. to compress with violence, out of natural shape or condition; "crush an aluminum can"; "squeeze a lemon" [syn: squash]
3. come out better in a competition, race, or conflict; "Agassi beat Becker in the tennis championship"; "We beat the competition"; "Harvard defeated Yale in the last football game" [syn: beat]
4. break into small pieces; "The car crushed the toy"
5. humiliate or depress completely; "She was crushed by his refusal of her invitation"; "The death of her son smashed her"
6. crush or bruise; "jam a toe" [syn: jam]
7. make ineffective; "Martin Luther King tried to break down racial discrimination" [syn: break down]
8. become injured, broken, or distorted by pressure; "The plastic bottle crushed against the wall"



*Kernerman English Multilingual Dictionary (Beta Version) – Cite This Source – Share This*

crush[1] [kraʃ] *verb*
to squash by squeezing together etc
Example: *The car was crushed between the two trucks.*

*Arabic:* يسحق، يهرس
*Chinese (Simplified):* [illegible]
*Chinese (Traditional):* [illegible]
*Czech:* (roz)mačkat
*Danish:* knuse
*Dutch:* verpletteren
*Estonian:* puruks muljuma
*Finnish:* murskata, puristaa
*French:* écraser
*German:* zerquetschen
*Greek:* συνθλίβω
*Hungarian:* összeprésel
*Icelandic:* kremja
*Indonesian:* meremuk
*Italian:* schiacciare
*Japanese:* [illegible]
*Korean:* [illegible]
*Latvian:* saspiest; saberzt
*Lithuanian:* (su)traiškyti, (su)lamdyti
*Norwegian:* knuse, klemme, presse (sammen)
*Polish:* gnieść
*Portuguese (Brazil):* esmagar
*Portuguese (Portugal):* esmagar
*Romanian:* a zdrobi
*Russian:* раздавливать
*Slovak:* rozmliaždiť
*Slovenian:* zmečkati
*Spanish:* aplastar
*Swedish:* krossa
*Turkish:* ezmek

crush[2] [kraʃ] *verb*
to crease
Example: *That material crushes easily.*

*Arabic:* يتسحق
*Chinese (Simplified):* [illegible]
*Chinese (Traditional):* [illegible]
*Czech:* (z)mačkat se
*Danish:* krølle
*Dutch:* (ver)kreukelen
*Estonian:* kortsuma
*Finnish:* rypistyä
*French:* se froisser
*German:* zerknittern
*Greek:* τσαλακώνω
*Japanese:* [illegible]
*Korean:* [illegible]
*Latvian:* burzīt; burzīties; gumzīt
*Lithuanian:* glamžyti(s)
*Norwegian:* bli krøllet, krølle seg
*Polish:* gnieść się, miąć, marszczyć

*Hungarian:* összegyürödik
*Icelandic:* bögglast
*Indonesian:* mengusutkan
*Italian:* sgualcire, spiegazzare
*Portuguese (Portugal):* enrugar-se
*Romanian:* a se şifona
*Russian:* мять(ся)
*Slovak:* rozbiť sa
*Slovenian:* mečkati se
*Spanish:* estrujar, exprimir, prensar
*Swedish:* skrynkla
*Turkish:* buruşmak, kırışmak

**crush**[3] [kraʃ] *verb*
to defeat
Example: *He crushed the rebellion.*

*Arabic:* يهزم
*Chinese (Simplified):* [illegible]
*Chinese (Traditional):* [illegible]
*Czech:* zlikvidovat, zničit
*Danish:* nedkæmpe
*Dutch:* nerslaan
*Estonian:* maha suruma
*Finnish:* kukistaa
*French:* écraser
*German:* zerschmettern
*Greek:* καταστέλλω, νικώ
*Hungarian:* felmorzsol (ellenállást)
*Icelandic:* kveða niður
*Indonesian:* mengalahkan
*Italian:* schiacciare
*Japanese:* [illegible]
*Korean:* [illegible]
*Latvian:* apspiest; sagraut
*Lithuanian:* (su)triuškinti, (nu)malšinti
*Norwegian:* knuse
*Polish:* tłumić
*Portuguese (Brazil):* esmagar
*Portuguese (Portugal):* esmagar
*Romanian:* a reprima
*Russian:* подавлять
*Slovak:* rozdrviť
*Slovenian:* streti
*Spanish:* aniquilar, eliminar
*Swedish:* krossa, tillintetgöra
*Turkish:* ezmek, yok etmek

**crush**[4] [kraʃ] *verb*
to push, press etc together
Example: *We (were) all crushed into the tiny room.*

*Arabic:* يحشر، يزدحم
*Chinese (Simplified):* [illegible]
*Chinese (Traditional):* [illegible]
*Czech:* namačkat
*Danish:* mase; presse
*Dutch:* samenpersen
*Estonian:* kokku kiiluma
*Finnish:* ahtaa
*French:* entasser
*German:* drängen
*Greek:* στριμώχνω, πιέζω
*Hungarian:* összenyom, -zsúfol
*Icelandic:* troða
*Indonesian:* menjejalkan
*Italian:* pigiare, stipare
*Japanese:* [illegible]
*Korean:* [illegible]
*Latvian:* saspiest; saspiesties; spiesties; drūzmēties
*Lithuanian:* (su)grūsti, (su)spausti
*Norwegian:* presse, stappe
*Polish:* wtłaczać, wpychać
*Portuguese (Brazil):* esmagar, apertar
*Portuguese (Portugal):* imprensar
*Romanian:* a înghesui
*Russian:* втискивать
*Slovak:* natlačiť
*Slovenian:* stisniti
*Spanish:* comprimir
*Swedish:* tränga ihop, tränga sig fram
*Turkish:* tıkış(tır)mak

**crush** [kraʃ] *noun*

Example: *There's always a crush in the supermarket on Saturdays.*

*Arabic:* إزدحام شديد
*Chinese (Simplified):* [illegible]
*Chinese (Traditional):* [illegible]
*Czech:* nával, tlačenice
*Danish:* tæt trængsel
*Dutch:* gedrang
*Estonian:* tunglemine
*Finnish:* tungos
*French:* cohue
*German:* das Gedränge
*Greek:* συνωστισμός, σπρωξίδι
*Hungarian:* tolongás
*Icelandic:* troðningur
*Indonesian:* kerumunan
*Italian:* calca, ressa
*Japanese:* [illegible]
*Korean:* [illegible]
*Latvian:* spiešanās; drūzma
*Lithuanian:* spūstis
*Norwegian:* trengsel
*Polish:* tłok, ścisk
*Portuguese (Brazil):* aperto
*Portuguese (Portugal):* aperto
*Romanian:* înghesuială
*Russian:* давка
*Slovak:* nával
*Slovenian:* gneča
*Spanish:* aglomeración, multitud
*Swedish:* trängsel
*Turkish:* kalabalık, izdiham

*See also:* crushing



*Wallstreet Words - Cite This Source - Share This*
**crush**

A combination commodity trade in which soybean futures are purchased and soybean meal or oil futures are sold. *Compare* reverse crush.



*On-line Medical Dictionary - Cite This Source - Share This*
**crush**

crush: In CancerWEB's On-line Medical Dictionary



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Evening Standard

Features
**LONDON LIVE; HELPING YOU MAKE THE MOST OF YOUR CITY TODAY; THE SHORT LIST; ONE THING YOU REALLY SHOULD KNOW; GOURMET POPCORN**

495 words
17 May 2007
The Evening Standard
39
English


First gourmet crisps were all the rage -- now popcorn is the latest snack to get in on the act. Ear-to-ear popcorn (apparently it's so good it makes you smile) has worked to bring

American-style popcorn to the UK using a hot-air process to pop the corn rather than the traditional oil method. Not only is it lighter and better for you, but it comes in outlandish flavours -- from pink Himalayan crystal salt to carameldrizzled chocolate. Available in medium, large, jumbo and in multiflavoured tins or snack-size bags. See www.eartoear.com for outlets or to buy online.

BOOK NOW

GALLOWS HUMOUR -- STAND UP FOR REPRIEVE

Bloomsbury Theatre, 23 May, 7.30pm, £25-£30 (020 7388 8822, www.thebloomsbury.com ) Featuring some of the leading names on the stand-up scene, Gallows Humour will raise money for Reprieve, a charity that fights for the lives of people facing the death penalty and other human-rights violations. The bill includes Bill Bailey (below), Mark Thomas, Robin Ince and Simon Munnery.

HERE'S A THOUGHT

Doesn't Jos» Mourinho look like his dog?

Take me out tonight

CATHCART SPRING PROMS

Royal Albert Hall, tonight, 8pm, £18.50-£46 (020 7589 8212, www.royalalberthall.com ) Now in its 12th year, the Spring Proms combine choral favourites, symphonic rock versions of chart hits and many British Proms classics. Presented by Angela Rippon, the evening will raise money for the Youth Backstage charity, and feature, among others, the Royal Philharmonic Concert Orchestra and the Eton College Pipers (above).

CHARLIE CHUTE

INDEPENDENT SHOP

TANTRIC TONIC

8 Creed Lane, EC4 (020 7489 7030, www.tantrictonic.com ) If you've done the rounds at **Crussh** and have been through the menu at Juiced a million times, Tantric Tonic is an independent juice and smoothie bar whose drinks have been designed to offer busy office workers the maximum nutritional benefits in the minimum amount of time. It's the perfect place to refuel healthily.

WORD ON THE STREET

WHAT'S HAPPENING OUT THERE

BALLET PUMPS FOR BREAST CANCER CARE

Must-have ballet pump brand French Sole will this year participate in the annual "Sloane in Bloom" event of inspiring shopfront displays that runs throughout Chelsea Flower Show week (21-27 May). Its window will be adorned with the signature French Sole bow made from 1,000 peonies, French lavender and trailing ivy, as well as hundreds of pink Breast Cancer Care ribbons. Ten per cent of all sales over

the week will go to Breast Cancer Care.

French Sole, 6 Ellis Street, SW1 (020 730 3779, www.frenchsole.com )

NEW ES EVENTS GUIDE

We have built an unmissable online guide to the best events going on in the capital. From family and free days out to festivals and exhibitions, visit Ô

www.thisislondon.co.uk/events

Document NS000000020070517e35h0003v

The Belfast Telegraph

**Smoothie wars**

1,731 words
1 May 2007
Belfast Telegraph
English


In the Eighties it was the hamburger giants that duelled for dominance in the high street. By the Nineties, coffee culture had seeped across the Atlantic and names such as Costa, Nero and, Starbucks appeared on every corner.

Now, the front line in the battle for our stomachs and wallets has moved with the unsaturated, decaffeinated times. Secret weapons with names such as Mango Magic and All Berry Bang are pitted against Bliss Blend and Green Goddess. In this war, things may get ugly – but at least theyll be healthy.

Tapping into a growing thirst for healthy snacks, an Australian juice bar chain, which has already taken the Asia-Pacific by storm, landed in the UK this week with plans to crush the competition in a growing market already reckoned to be worth more than 100m.

Boost Juice Bars kicked off its British invasion last Saturday, when it opened its flagship store in Manchesters Trafford Centre. It followed up with a second branch in Oxford on Tuesday, and the company hopes to be trading in at least eight bars nationwide by the end of the year, in venues from shopping centres to ski slopes.

Richard OSullivan, Boosts UK head, claims early trade has been brisk. Phenomenal is the word. Were the best-performing store of all the 200 branches worldwide." Boosts road to riches in Australia has been equally dramatic. Since its birth in 2000, in a Melbourne garage, the chain has become the fastest-growing juice business in the southern hemisphere, boasting more than 180 stores in Australia, Singapore, Chile, Kuwait, and now the UK.

It was during a holiday in California that Jane Allis, who left school at 17 and once dabbled as a model, saw a hole in the Australian market for a healthy alternative to fast food. A busy mother of three, Allis, 40, was fed

up with the daily struggle to grab a quick but nutritious fix for herself and her sons.

So with the support of her husband and friends, she raised the funds to develop, with advice from her children, a menu of exotic juices and smoothies that combined fresh fruits and vegetables but left out preservatives, artificial flavours and added sugar. When she opened her first store in Adelaide, Ailiss drinks were an instant hit.

A second outlet soon followed and within weeks Allis had signed a lease for a further 18. Now, with 10 times that number of branches, Boost Juice expects to rack up sales of 50m this year, sells more than a million drinks a month, and juices 35 tonnes of mangoes a year. At one stage, Allis claims she exhausted Adelaides supply of bananas.

In Manchester, the entrepreneur has stumbled on a franchisee with an impressive track record. Richard OSullivan, from Bury, sold his Millies Cookies firm to catering giant Compass for 24m in 2003. After striking cookie gold, OSullivan says he could have put his feet up".

It was his daughter who came across Boost Juice on her gap year in Australia. She phoned home to tell OSullivan, Dad: you could do this." He got straight on a plane to judge Boost for himself. It stopped me in my tracks. It was an explosion of flavour, tasted great, and you just knew it was good for you."

OSullivan, 44, now believes the UK juice bar market is ripe for an Aussie invasion. But he faces stiff competition. Recent figures from Mintel show it has grown by more than 60 per cent in five years, with Britons spending almost 768m a year. As the fastestgrowing sector of the UK soft drinks market after bottled water, we guzzle more than 2 million litres of juice a year. And theres also competition from the booming market in bottled smoothies made by big brands such as Innocent and PJ Smoothies, which was bought by Pepsi for 20m in 2005. Together, they represent a major force in healthy, ethically sourced foods.

Alongside all of this, Mintel estimates the Fairtrade industry alone is worth more than 250m a year and will be 500m by 2010 – and in June, the US chain Whole Foods Market, which has 193 stores in North America and turns

over more than 100m a year, will open its first store in the UK. It already owns Fresh amp; Wild, purveyors of pricey but eminently healthy products including specialist, organic cheeses and wheatgrass shots.

But in the shopping malls and on the high streets of the nations metropolises, its brightly coloured juice bars with cutely named drinks such as Good Morning and Berry Blast are making a splash, springing up alongside the ubiquitous coffee shops and noodle bars. The UK is home to 24 multi-site juice bar businesses of various sizes.

London -based chains Love juice and **Crussh** between them have 24 stores across England, with plans to open dozens more in the next few years. **Crussh**, which has so far concentrated its juice making in the capital, where it has 16 stores, leads the market. The companys managing director, Chris Fung, says he is unfazed by the prospect of an Australian invasion. Theres easily space for more than one operator," he declares.

OSullivan is equally bullish, and vows that Boost will flourish by setting itself apart with its funky, Antipodean approach to juice. The company has built itself on an image of young, attractive staff who dance behind the counter and juggle fruit as they squeeze mangos, melons and grapefruit into shiny plastic cups.

OSullivan schooled himself in the Boost way by spending six weeks as a volunteer juicer behind the companys Australian bars with his wife (and retail director), Dawn. Now back in Britain, rather than the traditional interview, the couple held group auditions for staff. We had over 100 16-25-year-olds and we created such a vibe with music and movement to find applicants almost at the level of stage school students. Our staff can wear five different types of headwear. Its a far cry from the McDonalds visor – were marketing to the iPod generation."

The local produce for local people" image pioneered by the American ice-cream makers, Ben amp; Jerrys, and later in the UK drinks industry by Innocent smoothies, has been wholly embraced by the juice bar chains. But with Ben amp; Jerrys recent 326m (163m) sellout to Unilever, and Innocents whopping 75m annual turnover, will consumers see through the clever marketing? When one company does it and finds success, everyone

copies it. Its the same for juice bars, but already I think its wearing a bit thin. I think if the chains want to survive, they need to establish a more distinct image," says Warwick Cairns, planning director at Brandhouse, a London marketing agency.

OSullivan says the key to the success of the Boost brand will be the quality of the product. You dont open 200 stores in five years unless youve got something extremely special," he says. Healthy food has a reputation for tasting bloody awful, whether its having your mum ramming broccoli down your throat or chewing on rice cakes. Its fantastic to have something with the texture of an indulgent milkshake that tastes amazing and does you good."

Cairns agrees that juice has come along way from the days when it meant longlife cartons of pasteurised orange juice. I remember when Tropicana was a huge step forward," he says. Now that low-cost exotic fruit can be grown all year round and flown in, its much easier to get hold of high quality juice."

Crusshs Chris Fung credits the rise of the juice bar with an increasingly health conscious society. Driven by a desire for products that are natural, nutritious and low on calories, todays consumer wants more than a short-lived energy burst from a caffeine-rich jolt of java, or a sugary milkshake.

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Protected from a chilly spring morning in a shopping mall at Canary Wharf, London, sits at least one convert to juice. Gen Ford, a Canadian banker, is sipping on a Berry Blast outside a branch of **Crussh**. The store is within a mangos throw of Star-bucks, Caff Nero and Pret A Manger. Ford, 27, says: I used to grab a coffee on the way to my office almost every day, but now

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Boost Juice

Set up by an Australian mother of three in 2000, Boost Juice now boasts 200 branches in the Asia Pacific and opened its first two UK stores last week. The firm expects to rack up more than 50m this year with a range of drinks including Mango Magic.

Zumo

The Irish entrepreneur Cathal Power launched Zumo and filled a gap in the Irish drinks market in 2001 with his Dublin-based chain of Californian-themed juice bars. The firm is now Europes largest smoothie and juice bar chain with more than 30 stores. Juice of the month: Amazon Acai.

Love juice

Inspired by his travels in Asia, John Heseltine launched the Lovejuice chain in 2003. With eight stores around the UK and plans to open a further 50 stores by 2010, the London-based company has grand designs on the market for fresh juice and smoothies.

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**Crussh**

**Crussh** has 16 stores in London and plans to expand to more than 20 nationwide by the end of the year. It turns over more than 6m selling drinks, as well as sushi, sandwiches and soup.

Document WBEL000020070502e3510000w

THE INDEPENDENT

HOME
**SMOOTHIE WARS**

Simon Usborne
1,842 words
21 April 2007
The Independent
4TH
English


HOME | Beyond cafe society ++ Forget your extra-shot skinny latte to go. There's a new drink in town – and it won't send your blood pressure sky high. As Australia's fresh juice giant muscles in on Britain's high streets, Simon Usborne discovers why we'll soon be swapping our daily caffeine fix for crushed carrot and pulped papaya

In the Eighties it was the hamburger giants that duelled for dominance in the high street. By the Nineties, coffee culture had seeped across the Atlantic and names such as Costa, Nero and, Starbucks appeared on every corner.

Now, the front line in the battle for our stomachs and wallets has moved with the unsaturated, decaffeinated times. Secret weapons with names such as Mango Magic and All Berry Bang are pitted against Bliss Blend and Green Goddess. In this war, things may get ugly – but at least they'll be healthy.

Tapping into a growing thirst for healthy snacks, an Australian juice bar chain, which has already taken the Asia-Pacific by storm, landed in the UK this week with plans to crush the competition in a growing market already reckoned to be worth more than £100m.

Boost Juice Bars kicked off its British invasion last Saturday, when it opened its flagship store in Manchester's Trafford Centre. It followed up with a second branch in Oxford on Tuesday, and the company hopes to be trading in at least eight bars nationwide by the end of the year, in venues from shopping centres to ski slopes.

Richard O'Sullivan, Boost's UK head, claims early trade has been brisk. "Phenomenal is the word. We're the best-performing store of all the 200 branches worldwide." Boost's road to riches in Australia has been equally dramatic. Since its birth in 2000, in a Melbourne garage, the chain has become the fastest-growing juice business in the southern hemisphere, boasting more than 180 stores in Australia, Singapore, Chile, Kuwait, and now the UK.

It was during a holiday in California that Jane Allis, who left school at 17 and once dabbled as a model, saw a hole in the Australian market for a healthy alternative to fast food. A busy mother of three, Allis, 40, was fed up with the daily struggle to grab a quick but nutritious fix for herself and her sons.

So with the support of her husband and friends, she raised the funds to develop, with advice from her children, a menu of exotic juices and smoothies that combined fresh fruits and vegetables but left out preservatives, artificial flavours and added sugar. When she opened her first store in Adelaide, Allis's drinks were an instant hit.

A second outlet soon followed and within weeks Allis had signed a lease for a further 18. Now, with 10 times that number of branches, Boost Juice expects to rack up sales of £50m this year, sells more than a million drinks a month, and juices 35 tonnes of mangoes a year. At one stage, Allis claims she exhausted Adelaide's supply of bananas.

In Manchester, the entrepreneur has stumbled on a franchisee with an impressive track record. Richard O'Sullivan, from Bury, sold his Millie's Cookies firm to catering giant Compass for £24m in 2003. After striking cookie gold, O'Sullivan says he could have "put his feet up".

It was his daughter who came across Boost Juice on her gap year in Australia. She phoned home to tell O'Sullivan, "Dad: you could do this." He got straight on a plane to judge Boost for himself. "It stopped me in my tracks. It was an explosion of flavour, tasted great, and you just knew it was good for you."

O'Sullivan, 44, now believes the UK juice bar market is ripe for an Aussie invasion. But he faces stiff competition. Recent figures from Mintel show it has grown by more than 60 per cent in five years, with Britons spending almost £768m a year. As the fastestgrowing sector of the UK soft drinks market after bottled water, we guzzle more than 2 million litres of juice a year. And there's also competition from the booming market in bottled smoothies made by big brands such as Innocent and PJ Smoothies, which was bought by Pepsi for £20m in 2005. Together, they represent a major force in healthy, ethically

sourced foods.

Alongside all of this, Mintel estimates the Fairtrade industry alone is worth more than £250m a year and will be £500m by 2010 – and in June, the US chain Whole Foods Market, which has 193 stores in North America and turns over more than £100m a year, will open its first store in the UK. It already owns Fresh & Wild, purveyors of pricey but eminently healthy products including specialist, organic cheeses and wheatgrass shots.

But in the shopping malls and on the high streets of the nation's metropolises, its brightly coloured juice bars with cutely named drinks such as Good Morning and Berry Blast are making a splash, springing up alongside the ubiquitous coffee shops and noodle bars. The UK is home to 24 multi-site juice bar businesses of various sizes.

London -based chains Love juice and **Crussh** between them have 24 stores across England, with plans to open dozens more in the next few years.

**Crussh**, which has so far concentrated its juice making in the capital, where it has 16 stores, leads the market. The company's managing director, Chris Fung, says he is unfazed by the prospect of an Australian invasion. "There's easily space for more than one operator," he declares.

O'Sullivan is equally bullish, and vows that Boost will flourish by setting itself apart with its funky, Antipodean approach to juice. The company has built itself on an image of young, attractive staff who dance behind the counter and juggle fruit as they squeeze mangos, melons and grapefruit into shiny plastic cups.

O'Sullivan schooled himself in the Boost way by spending six weeks as a volunteer juicer behind the company's Australian bars with his wife (and retail director), Dawn. Now back in Britain, rather than the traditional interview, the couple held group auditions for staff. "We had over 100 16-25-year-olds and we created such a vibe with music and movement to find applicants almost at the level of stage school students. Our staff can wear five different types of headwear. It's a far cry from the McDonald's visor – we're marketing to the iPod generation."

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News

**Boost Juice plots global domination**

Noelle Waugh
391 words
20 April 2007
B & T Weekly
4
Volume 00, Issue 00
English


Boost Juice Bars is gearing up for an aggressive overseas expansion drive focused on extending the brand into key markets throughout Europe, following last week's launch of its first outlet in the UK.

Janine Allis, Boost Juice Bars founder and chief executive, said the company has ambitious growth targets for the business with up to 20 stores set to be launched in the UK within two years, and with plans to roll-out up to 300 outlets over the coming five years if the venture proves successful.

Richard O'Sullivan and Mario Budwig, who started up the hugely successful UK-based biscuit and muffin retailer Millie's Cookies, are partnering with Boost on the UK launch.

The Boost Juice Bars company is also preparing to break into a number of international markets in the first half of this year with plans to roll out new franchise stores in Portugal, Hong Kong, South Africa and Thailand by August.

The Australian juice bar chain opened its first store in the UK in Old Trafford shopping centre based in Manchester on April 14, with a further two outlets to be launched in Oxford and Nottingham in the coming weeks.

The initial UK store opening is being supported by a major sampling drive and extensive PR campaign focusing on the "Juice Wars" theme, as the brand moves to shake-up the booming UK smoothie market, currently dominated by in-store smoothie labels such as Innocent and London-based rival chain **Crussh**
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Allis hopes to translate the concept of the established Boost brand in Australia that centres on promoting the healthy, fun-loving, beach-side culture of the region to the UK market.

Steph Malkin, the recently installed marketing manager for the UK operation, is overseeing the launch campaign.

Allis said the company is also preparing to roll out an above-the-line campaign to promote the brand in the UK with radio and outdoor activity likely to break around August, supported by a marketing budget of around £50,000 ($120,000). The chain currently spends around $4m on marketing and advertising in Australia with an estimated 90% of that budget being channelled into radio.

Boost, which was founded in 2000, currently has more than 170 stores across Australia, with operations in Chile, Indonesia, Kuwait and Singapore.

Document BTWKLY0020070502e34k0000d

guardian

Guardian Financial Pages
**Financial: Smoothie invasion troops given dancing and juggling lessons: Australia's Starbucks of juice world enters fray: Millie's Cookies duo behind British campaign**

Katie Allen
601 words
16 April 2007
The Guardian
28
English


The booming smoothie market is facing a shake-up with the arrival of a rapidly expanding Australian juice chain.

Boost Juice, the fastest growing smoothie business in the southern hemisphere, hopes to conquer Britain under the management of the team behind Millie's Cookies. Richard O'Sullivan and Mario Budwig, who grew the cookies and muffins chain to more than 100 outlets across the country, are turning their attention to a healthier form of indulgence.

Tapping into a growing thirst for healthy snacks, the UK's first Boost Juice opened in Manchester's Trafford Centre this weekend and will be followed by another outlet in Oxford later this week. Boost claims to be Australia's fastest growing retail chain and has been dubbed the Starbucks of the juice world, with more than 30 stores opening each year.

Started in 2000 when Australian mother of three Janine Allis had tired of looking for healthy, takeaway snacks for her young boys, Boost has expanded into Chile, Kuwait, Singapore and Indonesia. It has four other countries on its radar for this year.

In Britain it is being launched into a cut-throat market. Demand for fresh fruit drinks has expanded rapidly in recent years. The UK is already home to 24 multi-site businesses of various sizes. There is also a booming market for in-store smoothies such as Innocent.

Mr O'Sullivan, Boost's UK head, says he is undaunted by what he calls an "absolutely saturated" battleground.

He said: "Everybody is piling into the market and the rents are being driven sky-high. There'll be a consolidation. There are going to be casualties. There'll be a tipping point and that tipping point will be either an acquisition of a competitor or just becoming outright preferred brand by both the consumer and the landlord."

Boost hopes to set itself apart from rival chains such as London-based **Crussh** with an Australian feel. The business has built its brand on an image of young staff who are encouraged to dance and juggle fruit.

Mr O'Sullivan spent six weeks working behind Boost bars in Australia with his wife and retail director Dawn. The couple have held auditions, rather than interviews, for new staff and the 20 people picked are at a pre-launch smoothie school.

Mr O'Sullivan, 44, and his business partners sold Millie's for a reported pounds 25m in 2003 and he stayed until the start of 2006, taking his time at the chain to just short of 20 years.

He then became involved with Boost on the recommendation of his daughter, who was in Australia on a gap year. "She phoned me and said there's a business here in Australia and it looks like something you've done," he said. A trip to Australia and meetings with Boost's founders followed.

"I had a look at it and loved it," he says. "The reason for taking Boost is really simple: they were going to come to Britain whether you like it or not."

He plans three more bars in Manchester this year and is considering a range of venues from shopping centres to indoor ski slopes.

"Our first six to eight stores are all in different types of environments so we are taking it for a test drive," Mr O'Sullivan said. "If the brand is as popular as we think it will be, the potential is enormous."

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guardian

Guardian Financial Pages

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Katie Allen
600 words
16 April 2007
The Guardian
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Document GRDN000020070415e34g00007

Features
**Office essentials**

61 words
12 April 2007
Mirror
67
English


NO time for breakfast before you start work? Grab a Berry Breakfast Smoothie on your way in. It's a blend of blueberries, muesli, low-fat natural yoghurt, skimmed milk, honey and a wheatgerm booster - all your nutritional essentials in one. Available from **Crussh**, which has 16 stores in London and is expanding nationwide this year, from £3.

Document DMIRR00020070412e34c0004q

**Smoothie bars latest trend in perennially trendy Britain/Mit smoothie bars setzt groobritannien wieder einmal den neuesten trend/Les bars a smoothie sont la derniere tendance au royaume-uni/Smothie bars, la ultima moda en el reino unido.(News from Europe)**

1,122 words
1 April 2007
Quick Frozen Foods International
77
ISSN: 0033-6416; Volume 48; Issue 4
English


First it was fast food hamburger joints flooding town centers in the United Kingdom. Then it was coffee shops on every street corner. But now the trendy thing in Merry England is smoothie bars like **Crussh** that serve up healthy drinks using frozen yogurt.

London's **Crussh**, which opened its 15th branch late last year, is the United Kingdom's biggest smoothie chain. Now almost nine years old, its sales were more than 5 million [pounds sterling] last year. But Boost Juice Bars, which has nearly 200 outlets stretching from Australia to Kuwait, is set to enter the market, with plans to open bars in Manchester, Oxford and Nottingham this spring.

Boost Juice was founded by Australian Janine Allis. "In the beginning it was just an idea," she states on her company website. After noticing the juice bar fad in the United States, Allis was inspired to bring it back to Australia. However, rather than duplicating American juice bars, she added her own flair and personality to the concept of "fast food you can feel good about."

Although the world's largest smoothie chain, United States-based Jamba Juice, has yet to enter the United Kingdom marketplace, chains such as Love Juice and Fruit Boost are also expanding to tap into a market estimated to be worth approximately 100 million [pounds sterling] and said to be doubling each year, in a country where warnings about obesity and increased awareness of the importance of eating five servings of fruit a day have fueled a surge in healthy eating.

MIT SMOOTHIE BARS SETZT GROOBRITANNIEN WIEDER EINMAL DEN NEUESTEN TREND

Erst waren es die Fast-Food-Burger-Restattrants, die in Grossbritannien die Innenstadte uberflutet haben, dann die Coffee Shops, die es bald an jeder Strassenecke gab. Der neueste Trend in Merry England sind nun die Smoothie Bars wie z.B. **Crussh**, in denen gesunde Getranke auf der Basis gefrorenen Joghurts serviert werden.

London's Crnssh, die im Oktober die 15. Niederlassung eroffnet haben, ist die grosste ,Smoothie Chain" in Grossbritannien. Im achten Jahr haben die Verkaufe schon mehr als 5 Millionen [pounds sterling] erreicht. Nun will auch Boost Juice Bars, (es gibt bereits ca. 200 Bars von Australien bis Kuwait) den englischen Markt erobern und plant, ab Marz Bars in Manchester, Oxford und Nottingham zu eroffnen.

Grunderin von Boost Juice ist die Australierin Janine Allis. ,,Am Anfang war es nur eine Idee," erklart sie auf der Webside ihres Unternehmens. Nachdem sie die Saftbars in den USA kennen gelernt hatte, nahm sie die Idee mit nach Australien. Sie entwickelte jedoch keine Kopie nach amerikanischem Vorbild, sondern kreierte Bars mit eigenem Flair und Personlichkeit.

Auch wenn die grosste ,,Smoothie-Kette" der Welt, die amerikanische Jamba Juice, erst seit kurzen auf dem englischen Markt zu finden ist, planen weitere Ketten wie Love Juice und Fruit Boost die Expansion auf dem englischen Markt, der auf 100 Millionen [pounds sterling].

LES BARS A SMOOTHIE SONT LA DERNIERE TENDANCE AU ROYAUME-UNI.

Il y eut tout d'abord les enseignes de restauration rapide qui envahirent les centres-villes des villes britanniques. Puis ce fut le tour des coffee shops qui commencement a pulluler a chaque coin de fue. Mais aujourd'hui, la derninre tendance en Angleterre ce sont les bars a smoothie (avec par exemple **Crussh**) qui servent des boissons saines h base de yaourt surgele.

La societe londonienne **Crussh**, qui a ouvert sa 15e enseigne en octobre, est la plus grande chaine de Smoothie du Royaume-Uni. Cette chaine, qui existe maintenant depuis 8 ans, a realise des ventes superieures a 5 millions de livres l'an dernier. Boost Juice Bars, avec pres de 200 points de vente de l'Australie au Koweit, s'apprete a conquerir le marche et a l'intention d'ouvrir des bars a Manchester, Oxford et Nottingham au mois de mars.

La societe Boost Juice fut fondee par une Australienne, Janine Allis. << Au depart, ce n'etait vraiment qu'une idee, >> declare-t-elle sur le site Web de sa societe. Apres avoir remarque la mode des bars a jus de fruits aux Etats-Unis, Allis eut envie de ramener l'idee en Australie. Cependant, au lieu de faire la copie conforme des bars a jus de fruits amencains, elle ajouta son propre style et sa personnalite au

concept de << restauration rapide qui ne vous fera pas rougir de culpabilite. >>

Meme si la plus grande chaine mondiale smoothie, la societe americaine Jamba Juice, doit toujours faire son entree sur le marche britannique, des chaines comme Love Juice et Fruit Boost sont actuellement en pleine expansion et veulent obtenir leur propre part d'un marche dont la valeur, actuellement estimee a 100 millions de livres.

SMOTHIE BARS, LA ULTIMA MODA EN EL REINO UNIDO

Las cadenas de hamburgueseria fueron las primeras en inundar todos los centros comerciales del Reino Unidos. Despues les siguieron las cafeterias, con un establecimiento en cada esquina. Ahora lo que esta mas de moda son los bares donde se sirven "smothies", bebidas saludables hechas con yogurt congelado.

London's **Crussh**, que abrio su establecimiento numero 15 en octubre, es la cadena mayor de smoothies del Reino Unido. Con ocho anos de histona, el ano pasado consiguio ventas por un valor superior a los 5 millones de libras. Pero Boost Juice Bars, que tiene casi 200 establecimientos esparcidos desde Australia a Kuwait, parece que va a entrar en el mercado, con planes de abrir bares en Manchester, Oxford y Nottingham para marzo.

Boost Juice fue fundado por la australiana Janine Allis. "Al principio era solamente una idea", afirma en la pagina web de su compania. Despues de notar que los bares de jugos estaban de moda en Estados Unidos, Allis tuvo la idea de reentroducirlos en Australia. Sin embargo, en vez de duplicar los bares de jugo americanos, anadio su propia personalidad al concepto de "comida rapida con la que te puedas sentir bien".

Aunque la cadena de smothies mayor del mundo, Jamba Juice, con sede en Estados Unidos, todavia no se ha introducido en el mercado britanico, cadenas como Love Juice y Fruit Boost estan tambien extendiendose para entrar en un mercado cuyas ganancias se cifran en 100 millones de libras y se duplican cada ano; en un pais en que crece la idea de la importancia de tomar 5 piezas de fruta al dia y en el que se ha levantado la alerta contra la obesidad y en favor de la alimentacion sana.



Document QFF0000020070517e3410001p

Focus
**Smooth ride for juice market**

932 words
31 March 2007
The Grocer
47-64
English


The cup continues to run over for the fruit juice market, with the smoothies

category enjoying sales growth of well over 200% last year, writes Helen Gregory

C onsumers just can't get enough of juices and smoothies. Almost one fifth of the population bought a smoothie last year, according to TNS, while fruit juice consumption rose 24% to 366ml per person each week, according to the latest Expenditure and Food Survey.

The total juices and smoothies market grew 18% last year, taking it to £966m [TNS, 52 w/e 3 December 2006]. Not-from-concentrate juice was the largest sector in the chiller cabinet (growing 34% to £230m), although ambient from-concentrate juices were still the biggest sellers, rising 7% to £297m. Smoothies was the fastest growing area of chilled, up 222% to £65m.

But as the category grows, so does

confusion among consumers about which type of juice to buy, with disagreement among manufacturers about whose health claims are correct. Some consumers believe juices in the ambient or long-life aisle contain preservatives, for example, although most don't.

According to TNS, the perception that fresh is more healthy means growth is being driven mainly by chilled drinks. Many shoppers then trade up from the lower-priced concentrate into the more premium not-from-concentrate juices and smoothies.

However, Pago Fruit Juices UK MD Tony Harwood says orange fruit juice from concentrate is a better option. Fresh juice mainly comes from Brazilian oranges which are transported here before they are ripe and then squeezed in Europe, he argues. Picking and squeezing them ripe and extracting the concentrate is far better, he claims.

Chris Fung, MD of juice and smoothie chain **Crussh**, adds: "Manufacturers of bottled smoothies and juices have long kept a lid on the fact that their drinks are pasteurised - heated for the purpose of killing harmful organisms such as bacteria. What many consumers don't know is that this process actually kills off many of the beneficial enzymes present in fresh fruit."

The distinctions between fresh juices, from-concentrate and not-from-concentrate products are not always clear, agrees Helen Thomas, Musgrave Budgens Londis category manager. "On-pack information is not always written in consumer-friendly language," she says.

Research by juice supplier Princes reveals that consumers often buy ambient because of its convenience and will give it to their children during the week, while they buy chilled at weekends for themselves.

Although freshly squeezed orange juice is recognised by many to be premium quality, shoppers are often more likely to buy this to drink when they are away from home. Johnson's Juice, for example, sells mainly in the foodservice sector to people on the go.

Brand manager Dan Gough says: "Consumers seem to be more willing to buy it when they're out of home. They like it when they're taking time over breakfast, or during the daily commute."

There is still work to be done to make consumers aware of the organic offerings in the chiller cabinets, advises Andrew Shupick, MD of Grove Fresh.

"We've helped the organic sector shake off its hippy image and get firmly established in mainstream retailing. Now our challenge is to direct more consumers to chilled organic brands," he says.

Despite the prevalence of plastic and

cardboard, some manufacturers believe glass bottles will make a comeback.

"If you look at most of the major grocers you are beginning to see a nascent recognition of premium products in glass in the ambient aisle," says Justin Presser, brand manager for Sunraysia, noting that affluent consumers have been buying into this sub-category, as have consumers coming back from countries which offer this format.

"Glass bottles are not regarded as the best container for juices by many consumers, who look to plastic bottles for 'freshness'," adds Lawrence Mallinson, MD of James White Drinks.

"Reality does not match their expectations, as most of these are no fresher than their glass-bottled equivalents."

Whatever format it comes in, juices and smoothies help consumers get their recommended dose of vitamins, agree most manufacturers.

Britvic's new Robinsons Smooth Juice - a 100% pure juice with barley - claims to provide one of the five target portions of fruit and vegetables in each serving.

Manufacturers have also responded to changes in rules governing the nutritional standards in schools, introducing new juice drink formulations with a higher juice content and fewer additives.

Meanwhile, brands are shrugging off criticisms about the sugar content in juices and smoothies. Tropicana is typical of most: "We're conscious about the arguments over health but there's nothing we can do in terms of reducing sugar apart from replacing it with artificial sweeteners, and we wouldn't do that," says marketing director Will Ghali.

An equally important trend is the benefits that have been added to many juices and smoothies, including vitamins, fibre, calcium, omega-3 and soya. Global fruit fields are also being scoured for the latest berries to create 'superfruit' drinks.

Rob Spencer, marketing and business development director at Gerber Juice Company, says manufacturers are increasingly looking to fortify their juice drinks with added health ingredients.

"This is leading to a blurring of boundaries as manufacturers seek to combine the benefits of juice with other soft drinks segments such as milk, dairy, soya and water," he says. "This means fruit juice becomes a base driver for healthy, natural and exciting flavours."

Juice and juice drinks are definitely

reaching far beyond the breakfast table -

and the bubble could be about to burst for

fizzy drinks.n

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Evening Standard

Features
**SPRING CLEAN YOUR LIFE INSIDE AND OUT**

BY ALICE HART-DAVIS
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34-35
English


THE WARM WEATHER HAS ARRIVED EARLY - AND THERE'S NO BETTER TIME TO GET YOURSELF IN SHAPE. ALICE HART- DAVIS OFFERS 25 ZESTY WAYS TO CAST OFF THOSE WINTER BLUES

Don't go to the gym

Get outside in the fresh air and go for a run to make the most of the lighter mornings and longer evenings. Have a Run with a View with a personal trainer from www.moveyourbutt.com . You will be taken out on the most picturesque route in your area for a serious cardio workout plus inspiring scenery. £50 per hour; to book, visit the website or call 0700 340 1378.

Tone up your flab

Learn about healthy living, healthy eating and healthy cooking at Lean for Life, a conference to be held in London on 21 April. Speakers include Dr Paula Baillie-Hamilton, the author of several books on the effect of synthetic chemical toxins in our lives, and Dr Robert Verkerk, one of the founders of the Alliance for Natural Health. Tickets cost £120; call 01334 470 954 or visit www.leanforlife.org.uk to book.

Brighten that sallow complexion

Use a Transformulas Ice Mask, a home treatment which gives you a glow like you'd get after a bracing walk along a beach. 'Liquid ice' is poured onto a this rayon mask making it extremely cold. Its ingredients hydrate the skin and stimulate collagen growth, but the mask itself is very simple to use. £49.95 for six, from www.transformulas.com or 0800 161 3166.

Start springing about

Or at least rebounding. Yes, on one of those small trampolines. It's actually extremely good exercise, is easy on your joints and is great for activating a sluggish lymphatic system (the bouncing action assists lymph circulation). It will also help tone your core muscles while boosting your heart rate. Prices start with the £24.99 RbK mini trampoline at Argos and go up to £79.99 from brand-leaders Supertramp www.Supertramp.co.uk .

Kick-start a healthy eating regime

Make an effort to drink more smoothies; they're the easiest way of upping your fruit and vegetable intake. Try the new Detox smoothies and Breakfast Thickies from Innocent (£1.75 for a 200ml bottle), or visit **Crussh** juice bars to have a fresh smoothie (such as the Berry Blaster with raspberries, blueberries and frozen yoghurt, from £2.75) made up while you wait. There are a dozen of these bars across London (see www.crussh.co.uk for locations).

Go green in the kitchen

Turn over a new leaf and switch your household cleaning products for naturally derived, non-toxic, biodegradeable ones from Method. The cucumber-scented all-purpose cleaner costs £4 at branches of John Lewis.

De-stress your face

Try Rejuvanessence, a gentle, face-relaxing treatment which removes strain from facial muscles and thus reduces wrinkles entirely naturally. Caroline Josling is the best practitioner and also trains therapists in the technique; catch her in Battersea (020 7223 0767; www.carolinejosling.com ) or at the Life Centre in Notting Hill (020 7221 4602), from £80 a session.

Dump negative or painful memories

Do this by learning a simple but effective technique called EmoTrance. In essence, when the bad memory or thought surfaces, you hold onto it, while encouraging your mind to let the painful feelings that it provokes 'soften and flow' and thus disperse. For more information, visit www. emotrance.co.uk or call 01323 729 666.

Brighten your yoga practice

Lighten up any yoga session with a tongue-in-cheek mat from Plank (with digital images printed on them, such as a half-eaten muffin). The eco-friendly mat costs £52 and will be available later this month when the inspirational healthy-living website, www.glowgetter.co.uk , launches.

Go to work on an 'egg'

Look your best while you improve your health by learning the easy way to apply flawless foundation, with a 'beauty blender'. This is an egg-shaped sponge you use with a bouncing motion to dab foundation into place. Celebrity fans include Beyonce, Gwen Stefani and Oprah. Exclusively available at Selfridges (08708 377 377; www.selfridges.com ), priced £24, which includes a jar of a special cleanser.

Help your digestion

Eating more raw food will boost your intake of vitamins and minerals. Karen Knowler ( www.therawfood coach.com), co-author of Feel-Good Food: A Guide to Intuitive Eating (The Women's Press, £8.99), recommends starting the day with as much fruit as you want for breakfast, then making sure that at lunch and supper, half your plateful of food consists of fresh, raw ingredients such as salad, vegetables, beansprouts, nuts and seeds.

Find new inspiration

Visit the Vitality show at Olympia (29 March-1 April) where 400 companies are offering their newest ideas on health, beauty and wellbeing. Jemma Kidd is doing make-up demonstrations and Wendy Lewis is speaking about cosmetic surgery and treatments. Tickets are £13 if booked in advance (£16 on the door); for details, call 0870 220 4545 or visit www.thevitalityshow.co.uk .

Stretch yourself

Stretching clears the mind, calms the body, eases out the niggling tight bits and is every bit as important as working out muscles in the first place. Find a stretch class at your local gym or buy a DVD of Method Putkisto, the ultimate deep-stretching technique, (The Body Lean and Lifted, £19.95; to order call 020 8878 7384 or visit www.methodputkisto.com ).

Change your hair colour

'As the days get lighter and brighter we want our hair to reflect this change,' says top hair colourist Lisa Shepherd. 'Brunettes can have a few strands of a soft caramel around the face for an instant sunkissed look. Blondes can be brighter and bolder at this time of year, so add in some extra creamy blonde at the front, which looks great against summer skin '

Take a short course of Daoyin Tao

This is a form of acupressure done on the face by Rosanna Bickerton ( www.handsonfeet.com ). Far from being a 'facial', this powerful treatment has proved helpful in conditions as varied as eczema, migraine and bulimia. £90 at The Brompton Cross Clinic, 13 Crescent Place, SW3 (020 7052 0070).

Discover a new scent

Take the expert approach to finding a new fragrance <\<>- go for a consultation at Roja Dove's Haute Parfumerie at Harrods (from £50; to book, call 020 7893 8797) or, from April, visit the newly revamped perfume department at Fortnum & Mason where experts can guide you towards new choices.

WATCH the birds

It will clear your mind, distract you from your worries and brighten up your day: To find out more about which birds you're watching, investigate www.rspb.org.uk .

Improve your health knowledge

Sign up (for free) to a healthy-living newsletter which contains a wealth of useful information about everything from common ailments and traditional remedies to the latest scientific breakthroughs and is delivered straight to your inbox. The author, Ray Collins, takes a down-to-earth approach to health and

does all the research so you don't have to. www.goodlifeletter . co.uk

Book a holiday with a difference

Go on the new Spa-fari from Wellbeing Escapes, which combines the excitement of a safari tour with the indulgence of a spa retreat. In Kenya, visit the Shaanti Spa at Diani for three days, followed by a four-day safari in a luxury tented camp in Tsavo East, Kenya's largest National Park. From £1,900 per person, call 0845 602 6202 or visit www.wellbeingescapes.co.uk .

Sleep soundly

Improve your 'sleep hygiene'; that is, your sleeping habits, to give yourself more energy. Rather than having a lie-in at weekends, try to go to bed and get up at the same times each day. <\<>And if you always feel tired when you wake up, put your light out 10 minutes earlier each night until you find that you are getting enough sleep.

Have your make-up CusTom-made

Get a lipstick or an eyeshadow or a foundation, made up to your own precise specifications at the new ColorLab counter in Selfridges (ground floor, in the Living Beauty section near the fountain pens). As well as ending up with exactly what you want (to match an outfit, say, or a favourite, discontinued old lipstick), the whole process is immense fun, and takes about 15 minutes.

Get more out of exercise

Improve the way you carry out your workouts. Start to consider exercise as an art rather than simply pushing through the pain, say Alexander Technique teacher Malcolm Balk and writer Andrew Shields, co-authors of a new book on the topic (Master the Art of Working Out, Collins & Brown, £12.99) and you will become fitter and more balanced, with better posture, too.

Indulge in a spot of Floracologie

Try a new range of bath products and body moisturisers that combine the fragrance - and benefits - of aromatherapy with the traditional powers of Bach Flower Remedies. Bed of Roses bath soak and body cream, £5 each, at larger branches of Sainsbury.

Do away with spots

Get your facial blemishes under control with TX Acne 1.2.3, the new skincare regime from Beverly Hills skin specialists Leaf & Rusher. This three-step programme includes a foaming cleanser (£20), Acne Serum Tx (£30) and a super-effective Acne Spot Tx (£20). The products arrive in SpaceNK in May; if you want to make sure of getting them first, you can put your name on the waiting list (020 8740 2085).

Step into a new regime

Learn the Pilates exercises that you can do while wearing your MBT (Masai Barefoot Technology) trainers. 'Wearing MBTs perfectly complements my Pilates training,' says Pilates guru Lynne Robinson, who has devised the moves. 'They reinforce awareness of good posture and help strengthen key muscles.' Find a free illustrated guide to the exercises at MBT suppliers (to find your nearest, visit www.swissmasai.co.uk or call 020 7684 4633).

Document NS00000020070313e33d0003f

Evening Standard

Features

**BERRIED TREASURE; CHARLES CAMPION FOOD SPY; NEW CONTENDERS ARE VYING TO BECOME THIS YEAR'S FRUITY SUPERFOODS**

490 words
3 January 2007
The Evening Standard
32-33
English


THIS time of year is when we most need superfoods, something to bolster those easily made (and just as easily broken) resolutions. This year the contenders are goji berries, acai berries, acerola cherries, and making a comeback, rare honey.

Goji berries originated in China and Tibet, where they are sometimes known as wolfberries. They have strong anti-oxidant properties, are laden with carotenoids and can contain far more vitamin C than oranges and significant amounts of vitamin B1, vitamin B2, vitamin B6 and vitamin E.

Acai berries come from Brazil. They, too, have established a reputation as cancer-fighters, having twice the antioxidants of blueberries and have a celebrity following including Oprah Winfrey and AndrÈ Agassi.

The acerola cherry is also from Brazil and as well as containing large amounts of vitamin C it contains vital minerals such as magnesium and potassium.

Honey has always been a health food, but recent studies have shown that Manuka honey (honey from countries such as New Zealand where the bees can feed on tea tree blossom) has healing properties, and that taking small amounts of honey mixed with bee pollen to build up resistance can give some sufferers relief from hay fever.

The simplest way to get a daily dose of these superfoods is to visit one of the many juice bars that feature smoothies or juices made on the spot. At **Crussh** you can add any or all of a large range of boosters to your morning juice – ginseng, ginger, spirulina (a bluegreen algae), guarana, bee pollen, aloe vera, goji, acai or wheatgerm. It's also worth looking out for juices from the Berry Company – these are made in collaboration with Heart Research UK, the goji with passion fruit is very rich and pleasantly tart, while the acai with raspberry is a rather sweeter.

For rare and medicinal honeys it is hard to beat a trip to the Hive honey shop. Thankfully none of these "superfoods" (with the possible exception of neat wheatgrass juice) tastes unpleasant, so for once you can enjoy fulfilling those healthy resolutions.

**Crussh** bars are open across

London,

**Crussh** Canary Wharf, Tower Concourse

Level, One Canada

Sq, E14 (020 7513

0076); 27

Kensington High Street, W8 (020 7376 9786).

Some branches of Waitrose stock the Berry Company juices "Goji with passion fruit" and "Acai with raspberry". 1 litre £3.30. www.theberrycompany.co.uk

Hive Honey Shop, 93 Northcote Road, SW11 (020 7924 6233) www.thehivehoneyshop.co.uk . New Zealand Manuka Honey £10.95 227g. Honey, Pollen and Royal Jelly £8.50 113g.

Pure California, 39 Beak Street, W1 (08456

019141) goji power smoothie or energy elixir with acai – three sizes £3.85; £4.50; £5.50.

Fresh & Wild, 69-75 Brewer Street, W1 (020 7434 3719). Acai smoothie £4; acerola smoothie £4, acerola cherry juice £3.89 330ml.

Document NS000000020070103e3130000u

**Deals.**

1,984 words
8 December 2006
Property Week
134
English


OFFICE

Bracknell

Berkshire

1 Arlington Square

BenQ-Siemens has taken 6,500 sq ft (604 sq m) of office space on a 10-year lease from a private landlord at a rent of around £21.50/sq ft (£231.43/sq m).

Agent: Lambert Smith Hampton, 0118 9598 855 (BenQ-Siemens).

Edinburgh

71 Hanover Street

The Driver Group has bought 2,282

sq ft (212 sq m) of office space for owner-occupation from a private vendor for a sum in the region of £725,000.

Agent: King Sturge, 0131 225 4221 (the Driver Group).

London EC1

Fleet House

57-61 Clerkenwell Road

Nicholas Grimshaw has taken 20,000 sq ft (1,858 sq m) of office space on a 10-year lease from Pixelpark at a rent of around £20/sq ft (£215.28/sq m).

Agent: EA Shaw, 020 7240 2255 (Pixelpark).

London W1

Third floor

64 Baker Street

Genpact has taken 1,634 sq ft (152 sq m) of office accommodation on a five-year lease from the Portman Estate at a rent of £33.42/sq ft (£359.73/sq m).

Agents: Godfrey Vaughan, 020 7659 4949, DTZ (the Portman Estate); CB Richard Ellis, 020 7399 9600 (Genpact).

London W1

40-44 Newman Street

Alias Smith & Singh has taken 1,101 sq ft (102 sq m) of office accommodation on a five-year lease from Resolution Asset Management at a rent in the region of £16.17/sq ft (£174.05/sq m).

Agent: Kinney Green, 020 7647 8966 (Resolution Asset Management).

London W1

Ground floor

9 Upper Berkeley Street

Marcol Group has taken 399 sq ft (37 sq m) of office accommodation on a five-year lease from the Portman Estate at a rent of £27.57/sq ft (£296.76/sq m).

Agents: Godfrey Vaughan, 020 7659 4949, DTZ 020 7408 1161 (the Portman Estate).

London WC2

Second floor

40 St Martins Lane

HH & Co has taken 400 sq ft (37 sq m) of office accommodation on a five-year lease from Legal & General Pension Fund at a rent of around £36.25/sq ft (£390.20/sq m).

Agent: EA Shaw, 020 7240 2255 (Legal & General Pension Fund).

London W1

Medius House

63-69 New Oxford Street

Mobile Streams has taken a total of 2,410 sq ft (224

sq m) of office accommodation on a six-year lease from Mars Pension Trustees at a rent of around £21/sq ft (£226.05/sq m).

Agents: Thomas Davidson, 020 7734 3443 (Mars Pension Trustees); Kinney Green, 020 7647 8966 (Mobile Streams).

London W1

Second and third floors

151 Wardour Street

Digital Classics has taken 8,035 sq ft (746 sq m) of office accommodation on a 10-year lease from Moorevale at a rent of around £41.44/sq ft (£446.06/sq m).

Agents: EA Shaw, 020 7240 2255, Godfrey Vaughan, 020 7659 4949 (Moorevale); Devono, 020 7409 0024 (Digital Classics).

London WC2

22 Henrietta Street

Maxwells Restaurants has taken 5,339 sq ft (496 sq m) of office space on a six-year lease from NERC at £23.41/sq ft (£251.99/sq m).

Agent: EA Shaw, 020 7240 2255 (NERC).

London WC2

Third floor

20 York Buildings

CIL has taken 1,175 sq ft (109 sq m) of office space on a five-year lease from Grosvenor Securities at a rent of £38.50/sq ft (£414.41/sq m).

Agents: EA Shaw, 020 7240 2255 (Grosvenor Securities); Kinney Green, 020 7643 1500 (CIL).

Morganstown

Glamorgan

8 Ty-Nant Court

Ball & Co has bought 3,100 sq ft (288 sq m) for owner-occupation from Zonner Industries for £490,000.

Agent: Emanuel Jones, 029 2081 1581 (Zonner Industries).

INDUSTRIAL

Abingdon

Oxfordshire

1-2 Ashville Trading Estate

Suffolk Way

Unique Distribution has taken 10,657 sq ft (990 sq m) on a one-year lease from Debenhams at a rent of £72.35/sq ft (£778.78/sq m).

Agents: Lambert Smith Hampton 01865 200244 (Debenhams); VSL & Partners 01865 848488 (Unique Distribution).

Aylesford

Kent

New Hythe Lane

Whirlpool has taken 246,485 sq ft (22,898 sq m) on a 10-year lease from the Meteor Partnership at a rent of £6.50/sq ft (£69.97/sq m).

Agents: Edwin Hill, 01322 285588, CB Richard Ellis, 020 7182 2000, King Sturge, 020 7796 5454 (the Meteor Partnership); Jones Lang LaSalle, 020 7493 6040 (Whirlpool).

Bicester

Oxfordshire

3 Talisman Business Centre

Load Master has taken 11,817 sq ft (1,098 sq m) on a 10-year lease from Legal & General at a rent of £5/sq ft (£53.82/sq m).

Agent: Lambert Smith Hampton, 01865 200 244 (Legal & General).

Cambridge

Cambridgeshire

Platinum Building

St John's Innovation Park

Telstra Europe has taken 18,770 sq ft (1,744 sq m) on a 10-year lease from Cadence Designs Systems at a rent of £15.75/sq ft (£169.53/sq m).

Agent: LSM Partners, 01708 469054 (Telstra Europe).

Glasgow

Milnpark Trading Estate

Kinning Park

Brighthouse has taken 1,700 sq ft (158 sq m) on a five-year lease from Industrial Property Investment Fund at £5.25/sq ft (£56.51/sq m).

Agents: King Sturge, 0141 204 2221, FG Burnett, 0141 249 6620 (Industrial Property).

London NW10

Park Royal

Unit 4

The Chase Centre

Chase Road

Luxottica Group has taken 3,757 sq ft (349 sq m) of industrial space on a 10-year lease from Stanhope Pension Trust at a rent of £10.25/sq ft (£110.33/sq m).

Agents: Mills & Wood, 020 7499 0934, Edwin Hill, 01753 689000 (Stanhope Pension Trust).

RETAIL

Barnstaple

Devon

Green Lanes Shopping Centre

Card Factory has taken 1,476 sq ft (137 sq m) of retail space on a 10-year lease from Eagle Trustees at a rent of £35.91/sq ft (£386.54/sq m).

Agents: Savills, 0117 910 2218 (Eagle Trustees); Fawley Watson Booth, 0113 234 7900 (Card Factory).

Brighton

East Sussex

27 Trafalgar Street

Mr M Shaghaghi has taken 334 sq ft (31 sq m) of retail accommodation on a three-year lease from Mr D McGladdery at a rent of £23.95/sq ft (£257.80/sq m).

Agent: Flude Commercial, 01273 727070 (Mr D McGladdery).

Chester

Cheshire

9 Newgate Row

Hutchison 3G has taken 907 sq ft (84 sq m) of retail accommodation on a 15-year lease from a private landlord at a rent of £126.79/sq ft (£1,364.77/sq m).

Agents: Tushingham Moore, 0161 833 1197, (private landlord); Michael Peddar & Co, 020 7491 3314 (Hutchison 3G).

Derby

Derbyshire

The Eagle Centre

Hutchison 3G has taken 1,158 sq ft (108 sq m) of retail space on a 10-year lease from Westfield at a rent in the region of £86.36/sq ft (£929.58/sq m).

Agents: CB Richard Ellis, 0121 609 7666 (Westfield); Michael Peddar & Co, 020 7491 3314 (Hutchison

3G).

Glasgow

Unit 12

Rutherglen Shopping Centre

Select Clothing has taken 1,900 sq ft (177 sq m) of retail space on a 10-year lease from Catalyst Six Retail at a rent of £21.05/sq ft (£226.58/sq m).

Agents: McParlane & Co, 0141 552 3452 (Catalyst Six Retail); Cushman & Wakefield, 0141 248 1234 (Select Clothing).

Llanelli

Carmarthenshire

Trostre Retail Park

Sally Hair & Beauty Products has taken 2,929 sq ft (272 sq m) of retail space on a 10-year lease from DF & AM Bevan at a rent of £10.58/sq ft (£113.88/sq m).

Agent: Lambert Smith Hampton, 01792 702 800 (DF & AM Bevan).

London EC4

7 Paternoster Row

Paternoster Square

Dollond & Aitchison has taken 2,166 sq ft (201 sq m) on a 15-year lease from Legal & General at a rent of £46.17/sq ft (£496.97/sq m).

Agents: Cushman & Wakefield, 020 7491 9791 (Legal & General); Churston Heard, 020 7318 7815 (Dollond & Aitchison).

London WC2

11 Strand

**Crussh** has taken 794 sq ft (74 sq m) on a 10-year lease from Orchard Street Investments at a rent of £54.16/sq ft (£582.97/sq m).

Agents: Thomas Davidson, 020 7734 3443 (Orchard Street Investments); Twentyretail, 020 7198 8888 ( **Crussh**).

Maidenhead

Berkshire

Queens Walk

Nicholson Shopping Centre

Acuherbs has taken 338 sq ft (31 sq m) of retail space on a 10-year lease from Boultbee at a rent of £79.88/sq ft (£858.83/sq m).

Agent: Churston Heard, 020 7318 7863 (Boultbee).

Romford

Essex

13 South Street

Oggy Oggy Pasty Company has taken 1,377 sq ft (128 sq m) on a seven-year lease from O2 at a rent of

£33.77/sq ft (£363.50/sq m).

Agents: Churston Heard, 020 7318 7844 (O2); Taylor Son & Creber, 01752 202035 (Oggy Oggy Pasty Company).

Swansea

West Glamorgan

119 Woodfield Street

Morriston

Family Housing Association (Wales) has taken 1,153 sq ft (107 sq m) on a six-year lease from a private landlord at a rent of £9.11/sq ft (£98.06/sq m).

Agent: Lambert Smith Hampton, 01792 702800 (private landlord).

LEISURE

Bath

Somerset

The Kennard Hotel

11 Henrietta Street

Giovanni and Mary Baiano have bought the Kennard Hotel in Bath from a private vendor for a sum in the region of £950,000.

Agent: Colliers Robert Barry, 01285 852852 (private vendor).

Lowestoft

Norfolk

The Abbe House Hotel

322 London Road South

Sheila and Richard Lawson have bought the Abbe House Hotel from Mike and Patricia Hudson for an undisclosed sum in the region of £189,000.

Agent: Christie & Co, 01473 256 588 (Mike and Patricia Hudson).

Stonechurch

Buckinghamshire

The Royal Oak

Church Street

A private investor has bought the Royal Oak in Stonechurch from Helen De'Ath for a sum in the region of £395,000.

Agent: Fleurets, 020 7280 4700 (Helen De'Ath).

Torquay

Devon

Wilsons Hotel

63 Babbacombe Downs Road

Hall & Woodhouse has bought Wilsons Hotel from Rod and Laura Ivey for £1.1m.

Agent: Christie & Co, 01392 285600 (Rod and Laura Ivey).

INVESTMENT

Aberdare

Rhondda Cynon Taff

56-57 Cardiff Road

A private investor has bought 8,405 sq ft (781 sq m) of retail space from Poundstretcher Property for £630,000. The deal represents a yield of 6%.

Agents: Cooke & Arkwright, 029 2034 6346 (private investor); Hague Nichols, 0114 279 5010, Savills, 020 7226 1313 (Poundstretcher Property).

Glasgow

292 St Vincent Street

CCLA Investment Management has bought 16,120 sq ft (1,498 sq m) of office space from Kilmartin Property Group for £4.05m, reflecting a net initial yield of 6.07%.

Agents: Winton Faith, 0141 332 6392 (CCLA Investment Management); King Sturge, 01475 522901 (Kilmartin Property Group).

DEAL OF THE WEEK - A TURN OF FRASER

House of Fraser has bought the heritable interest on its department store at 21-31 Buchanan Street, Glasgow, from Legal & General Assurance Society for £9m. The 164,000 sq ft (15,236 sq m) store was previously held on a lease from Legal & General until 2051 at an annual rent of £23,175 with no further rent reviews.

Agents: Gerald Eve, 0141 221 6397, Maclay Murray & Spens, 0141 248 5011 (House of Fraser); Jones Lang LaSalle, 0141 248 6040, Dundas & Wilson, 0141 222 2200 (Legal & General Assurance Society).

DEAL WITH A DIFFERENCE - HALL SHAPES AND SIZES

Recruitment consultancy Denholm Associates has taken 3,280 sq ft (304,719 sq m) of office space at the Old Assembly Hall in Leith on a five-year lease from the Uffizi Partnership at £16.77/sq ft (£180.51/sq m). The hall was built in 1783, and was recently refurbished by the owners.

Agents: Eric Young & Co, 0131 226 2641 (Denholm Associates); Jones Lang LaSalle, 0131 473 6723 (Uffizi Partnership).

Document CSYR000020061213e2c80003e

guardian

Guardian Office Hours Pages
**Office Hours: Canteen culture: Get your vits in liquid form by glugging a fruit smoothie. But which to choose?**

446 words
6 November 2006
The Guardian
3
English


The cold snap is upon us and it's time to fend off the inevitable viruses. The best thing would be to chomp your way through a veritable orchard of apples (English, of course) - but if you have trouble getting enough fruit down your gullet, a smoothie can be a useful fruit topup. But which one? We've tested a range of drinks all incorporating wonderfood mango - although not always to the best effect.

Innocent orange, carrot and mango

pounds 1.85

The carrot, orange and mango marry surprisingly well, and the banana, which provides the backbone of many smoothies, does not dominate. The tang of the orange and the body of the carrot creates balance, though overall the smoothie could be a little less sweet.

3/5

**Crussh** Juice Bar mango madness

pounds 2.50

Pale yellow, quite glutinous and with no aroma of mango or any other fruit - but it tastes freshly blended with an appealing mango taste plus hints of orange and pineapple. But the thickness of the drink means that, although it is tasty, it isn't refreshing and left me still thirsty.

4/5

Boots Delicious mango, pineapple and passion fruit

pounds 1.49

Egg-yolk yellow in colour, it's difficult at first to believe there is anything but mango in this. Sadly, a sip or two confirms that the pineapple and passion fruit get the rough end of this combo. The mango may be rich in vitamins, minerals, anti-oxidants and enzymes with stomach-soothing properties, but there's too much of a good thing here.

2/5

PJs Smoothies orange, mango and passion fruit

pounds 1.49

It looks like mango juice, it tastes like mango juice but I'm reliably informed that this smoothie also contains orange and passion fruit. Not enough, I say, because the mango flavour is too dominant. That aside, the drink has a pleasing consistency - it's not a roughie - and a reasonable tang. But I prefer grapefuit with orange and it would be nice to know what passion fruit tastes like.

2/5

Pret a Manger mango smoothie

pounds 1.95

Good grief! This is like drinking a thick soup - so viscous that you could call it mango coulis (I spent 15 minutes waiting for them to bring the cake to go with it). On the staying-well front, it is packed full of

fruity goodness and the banana base doesn't taste too strong either. On the not-a-good-buy front, it gave me indigestion.

2/5

Document GRDN000020061106e2b600074

guardian

Guardian Office Hours Pages
**Canteen culture: Get your vits in liquid form by glugging a fruit smoothie. But which to choose?**

459 words
6 November 2006
The Guardian
3
English


The cold snap is upon us and it's time to fend off the inevitable viruses. The best thing would be to chomp your way through a veritable orchard of apples (English, of course) - but if you have trouble getting enough fruit down your gullet, a smoothie can be a useful fruit topup. But which one? We've tested a range of drinks all incorporating wonderfood mango - although not always to the best effect.

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Document GRDN000020061105e2b600070

guardian

Guardian Financial Pages

**Financial: The Jane Martinson interview: James Learmond: The juice bar founder who wouldn't be crushed: Despite plum connections such as David Cameron, the entrepreneur says he endured years of 'total pain'**

Jane Martinson
1,729 words
29 September 2006
The Guardian
31
English


James Learmond bought a proper briefcase when he started at senior school, prompting one fellow pupil to dub him "the businessman". Learmond went on to open **Crussh**, the juice bar chain, while the schoolfriend, David Cameron, went on to run the Tory party. Which is probably what happens when your old school is Eton.

When we meet in one of his central London juice bars, Learmond, tall and larger than your average wheatgrass drinker, is wearing a navy suit with regulatory silk pocket handkerchief, open-necked shirt and monogrammed cufflinks. He looks every inch the Old Etonian City gent he was before he founded **Crussh** in 1998.

A few months older than Cameron, at 40, he pedals around London on a folding bike and shares an air of cheery bonhomie and vague ambition with the wannabe prime minister. "I wasn't that interested in business until the day I started work," he says cheerfully. "I wanted to do something that was going to make a difference and be more exciting. An entrepreneurial-type thing."

He can seem a bit like Lord Percy, Blackadder's sidekick, but his optimism is helped by the fact that after eight years his business finally seems to be bearing fruit - excuse the pun.

"We've really got to critical mass this year, " he says. "It just seems to have a momentum. We're going to open six stores this year. It's started to make proper real sense." He is boundlessly enthusiastic after what he admits have been eight tough years. "The real vision is to make **Crussh** a global business and I will do whatever it takes to do that."

This week, **Crussh** opened its 15th orange-and-green juice bar in central London, selling organic salads, porridge and smoothies with names like Green Goddess and Love Juice. Learmond, who owns 40% of the company, plans another two bars by the end of this year as well as his first overseas franchise. Further ahead, there are plans for **Crussh** bars in other big cities, airports and railway stations as well as a possible venture into bottled smoothies.

Two financial institutions have approached the former commercial property developer with a view to taking a stake in **Crussh**, which is expected to make a profit of about pounds 500,000 on sales of pounds 5m by the end of March. Innocent, the bottled smoothie rival, predicts a market for healthy juices of as much as pounds 170m by 2007, although such predictions have proven over-optimistic in the past.

The improvement is largely due to the increased interest in healthier food, for which Learmond praises TV celebrities such as Jamie Oliver. "People are really changing their attitudes to food and that's why things are getting better."

Coffee wars

The increasing interest has attracted competition. Boost Juice, the Australian market leader, has paired up with the duo behind Millie's Cookies and plans to open its first UK outlet this year. The Californian chain Jamba Juice, which has 533 bars in the US, has begun making noises about international expansion. Surely this terrifies the man who wants his own much smaller outfit to become the "Starbucks of the juice world"?

"Does it make me nervous? No," says Learmond. He says the increasing competition can only raise awareness and make the market for healthy foods bigger. "We won't be competing for a little while," he says of Boost. "Then I think we'll both be big enough to survive, in the way that Starbucks and Caffe Nero exist side by side."

In the last few years the fruit squeezers have been crushed by caffeine. The Seattle-based Starbucks opened its first UK cafe in May 1998, around the same time as **Crussh** and a whole host of rivals with names such as Squeeze and Fluid. At the time, newspapers were full of articles heralding juice as the

City's new champagne. There were supposed to be 40 **Crussh** outlets alone by 2004.

When did it start to go wrong? "Almost immediately," says Learmond, with one of his frequent laughs.

Coffee groups such as Caffe Nero and Starbucks benefited from relatively low raw material costs and some had large corporate parents to snaffle the best sites. The ensuing coffee bar wars pushed up rents and privately owned start-ups such as **Crussh** struggled to get any real estate, let alone prime sites.

"There were quite a lot of juice bars that started up at the same time," says Learmond. "They never got to more than four stores and went under."

In 1998, when **Crussh** started, it had revenues of pounds 200,000. Starbucks reported revenues of pounds 244m in the UK last year. Juice also suffered from a "niche and hippyish" reputation in the UK.

So how did Learmond survive when so many others failed? "I was very lucky. I was lucky with introductions to people who had money. And we were supported by our shareholders, basically." Ah, his powerful friends? "There's no OE thing," he says, meaning Old Etonian. "People imagine that people help each other out, but there's no fantastic network or anything."

Tim Levene, who sold rival Fresh n' Smooth to Learmond six years ago and remains a shareholder, credits him with tenacity. "I'm surprised he has stuck it out so long, not because he couldn't do it, but it's been such a long, hard slog."

**Crussh** was started by three men, but Learmond bought out his fellow founders at the end of 1999. "It was very difficult to run a start-up company with three people and it was easier in the end to buy them out," he says. "There was no obvious skill divide."

One of the other founders, James Deen, claimed to have had the idea for the chain while working in the US. "It wasn't specifically James's idea but he was doing the interviews," says Learmond, who himself claims credit for the confusing double "s" in the name - to differentiate the company from another with a similar trademark.

The old schoolfriends - yes, both Jameses were OE - had been introduced over a property deal and had started talking about wanting to do something different, he says. Learmond had been advised by nutritionists to start eating more fruit and veg to clear up some facial eczema. "I was looking to do something as I couldn't get this type of food. You had to have coffee or pizzas or burgers or dodgy sandwiches," he says. His belief that other office workers hankered after a healthier lifestyle kept him going long after Deen had left.

As did his wife, who continued to work as an analyst in the City until very recently. The couple, who live in a Hertfordshire farm, are expecting their third child in as many years in January.

The first five years, as the company haemorrhaged cash, sound grim. Learmond put in pounds 100,000 of his own money and then kept having to go cap in hand to outside investors. His brother owns 20% of **Crussh**. In 2001, as the economy nosedived, he was forced to go to his bank manager on Pall Mall to ask for pounds 500,000.

He now pays himself about pounds 50,000 a year and says he has used a lot of his and his wife's savings. He has a lifestyle some would envy, plotting strategy from his home office or the company's Mayfair headquarters, but if any of the two institutions he is talking to came up with an takeover offer, he would obviously be interested.

"My preference would be to sell a further stake in the company and then expand, but we would talk to anybody who came up with the notion of a majority stake as well. Whatever happens, I would like to stay involved. I've come this far, I'd like to retain a stake."

For his 40th birthday, 120 people were served vodka smoothies and peach and passion fruit bellinis at **Crussh**. David Cameron was among the guests. His friend has only positive things to say about his former schoolmate, that he was terribly clever and terribly interested in politics. "The rest of us just wanted to do enough to pass our A levels. He was really keen on it."

In contrast, the Edinburgh University graduate seems largely apolitical, apart from an increasingly common interest in the environment. His only donations are to Friends of the Earth. "I did actually vote for Tony Blair once," he says. When? "The second one. When was that? 2001?"

But he disagrees with the "wars and stuff" and the "spin thing".

Pushed for a schoolboy anecdote, he later phones to tell me he and Cameron jointly visited an elderly lady living near the school once a week. At 16, the young Dave was "really good" at such flesh-pressing, he admits.

Learmond went to Edinburgh to study economic history and then started work, setting up on his own after a few years at commercial property firm Hillier Parker. Whatever happens to **Crussh**, he wants to stay an entrepreneur.

"I genuinely think it's a good thing to end fast food and, yes, I'd like to earn a lot of money. But I'd like to do other projects and not necessarily do it in the same way as **Crussh**. I don't want to go through that same total pain."

Learmond on Learmond:

Tips for other entrepreneurs? Believe in what you're doing because it's really hard work

Who is a typical **Crussh** customer? 65% are women - they seem more interested in healthy foods. And anyone with a family What was your lowest point? In 2001, when we were losing a lot of money and had to go to the bank to keep going. I really thought it was all over

And the best? When we finally started to make money two years later What are your strengths and weaknesses?

Single-mindedness is a strength. I'm not very good at the operational day-to-day stuff. I'm more bigger picture

Document GRDN000020060929e29t0000l

guardian

Guardian Financial Pages
**Coffee wars**

1,121 words
29 September 2006
The Guardian
31
English


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guardian

Guardian Financial Pages

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116 words
29 September 2006
The Guardian
31
English


Document GRDN000020060928e29t00093

guardian

Guardian Financial Pages

**The Jane Martinson interview: James Learmond The juice bar founder who wouldn't be crushed: Despite plum connections such as David Cameron, the entrepreneur says he endured years of 'total pain'**

495 words
29 September 2006
The Guardian
31
English


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Document GRDN000020060928e29t00091

SO
**how toŠ.**

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137 words
3 August 2006
Caterer & Hotelkeeper
12
English


Beat the heat with a fresh fruit smoothie

Fruits grown in hot regions are great for their cooling effects - and there's nothing simpler than blending a few of them together with ice for a real thirst-quencher.

Watermelon **Crussh** cooler

Cut a fresh slice from the biggest watermelon you can find. Run a knife under the flesh to remove the skin, and chop the flesh into big cubes.

Deseed and put into a blender with eight to 10 ice cubes, four fresh mint leaves and a good squeeze of lime.

Blend it all together until the ice is well crushed, and serve in a tall glass with a long straw.

Dress up with a mini slice of melon or mint leaf - summertime bliss!

From **Crussh** juice and smoothie bars

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Evening Standard

Features

**A FRISKY FRUIT WITH MUCH TO SAVOUR**

BY CHARLES CAMPION
465 words
26 July 2006
The Evening Standard
32
English


FOOD SPY

LET'S face it, raspberries are the sluts of the fruit world. Raspberries will kick up their heels and have a fling with just about anything in the orchard, from the blackberry to one of their closer cousins.

As a result, there are now all manner of almostraspberries claiming to be larger, juicer and more colourful than the traditional pink variety. These days they come in a dazzling spectrum of white, yellow, orange, pink, red, purple and black.

Some authorities think the name raspberry came about because, unlike the smooth blackberry, this hairy berry "rasps" on the way down. But despite its hair problem, the raspberry is wildly promiscuous and has given rise to a host of crosses like the loganberry (named after the 19th century Californian Judge Logan); the tayberry (named after a Scottish river); the tummelberry (another Scottish river); the boysenberry (a New Zealander) and the youngberry (Mr Young's berry).

At the Rivington, in Hoxton, they opt for loganberries or tayberries when they are available -- largely because they are bigger than ordinary raspberries. They serve them with a trickle of East End honey from a London beekeeper and some delicate goat's curd cheese.

But it is debatable whether these larger, fleshier versions are a huge improvement on the raspberry. The beauty of the original fruit is a sharpness that gives them far more sophistication than the sweeter, blowsier strawberry. These breeding programmes all seem to be aimed at bringing raspberries and strawberries closer together -- at Selfridges, a Dutch hybrid called the "strasberry" has just been introduced.

One of the best ways to capitalise on the raspberry's extraordinary fruitiness is to make raspberry vinegar. Fill two-thirds of a preserving jar with raspberries and top it up with good-quality white wine vinegar and a tablespoon of sugar. Seal the top and shake it whenever you get the chance over the next three months. You will then have a taste of summer to brighten winter dressings and sauces.

For a more immediate self-indulgence, take a punnet of raspberries, put them in a bowl with a shake of caster sugar and two measures of Framboise liqueur, cover and marinate in the fridge overnight. Next day, fold the fruit and juices into thick Greek yoghurt and serve.

ï The Rivington, 28-30 Rivington Street, EC2 (020 7729 7053).

ï **Crussh**, 30 Rathbone Place, W1 (020 7636 9808). Try the Berry Blast, a smoothie made with raspberries, medium £2.50, large £3.70.

ï Fortnum & Mason, 181 Piccadilly, W1 (020 7734 8040). Raspberries £3.50 per 125g punnet.

ï Selfridges, 400 Oxford Street, W1 (020 7629 1234). Raspberries £4.95 per 125g punnet, strasberry £7.95 per 125g punnet.

Document NS00000020060726e27q0003r

**Boost Juice to franchise in UK**

271 words
7 July 2006
Foodweek
English


Boost Juice is set to become one of Australia's most successful export stories with the signing of a UK franchise agreement.

The first Boost outlet will open in Manchester and will be followed by a second outlet in London. The master franchisees are the founders of Millie's Cookies – Mario Budwig and Richard O'Sullivan.

There are already more than 170 Boost outlets in Australia and two in Chile. Also on the way are stores in Singapore, Kuwait and South Korea.

Store growth is sitting at an average of 34 new stores a year and turnover is about $100 million. Not bad for a company started just six years ago by MD Janine Allis.

According to Allis, the company receives 250 franchise inquiries every fortnight, with 6% of these progressing to a phone interview.

However, critics warn that Boost will not be alone when it enters the UK juice bar market, with the **Crussh** chain having been in the market for three years and already operating 14 stores in London. **Crussh** is headed by fellow Australian Chris Fung.

The UK juice market grew 36% between 1999 and 2004 and is said to be worth close to £2.32 billion ($5.76 billion). Last year the juice bar market grew by 30%, compared with 3% for the fast food industry.

Allis said she believed the timing was right for a UK entry. "The cog has just started to turn in the UK that we need to eat healthier food. The rise in obesity is directly related to the rise of fast foods," she said. FOODweek

Document FOOWEE0020060824e2770007s

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Document INSRET0020060810e2730004n

**Boost Juice to franchise in UK**

90 words
3 July 2006
Inside Retailing (ABIX abstracts)
11-12
English


Boost Juice is to open franchises in the UK in 2006. The Australian juice chain's first British outlets will be in Manchester and London. Outlets are also being developed in Singapore, Kuwait and South Korea. The six-year-old company has over 170 Australian stores and an annual turnover of roughly $A100 million. Janine Allis, the head of the chain, reports that 250 franchise inquiries are received every fortnight. Boost will compete with **Crussh** Juice Bars in the burgeoning UK juice market

20542

Document ABXINR0020060707e2730002u

THE INDEPENDENT ON SUNDAY

News
**Beware the smoothie**

Severin Carrell
1,017 words
2 July 2006
Independent On Sunday
14
English


Special investigation: Diet Ful of fruit-but they may be bad for you They are one of the food industry's biggest selers and consumers see them as a healthy option. They should think again. Severin Carrell reports

Smoothies are the latest super-food, the lifestyle choice for Britain's increasingly health-conscious cons. They are vitamin, low in fat and "bursting with odness. Allegedly.

Britons are spending more than 100m a year on smoothies. But now health experts are warning that the smoothies revolution s gone too far. Some of the it-packed drinks are also packed with sugar, calories and hi le most people wrongly believe that every smoothie is just as good as eating a fresh or unpeeling a ripe banana.

That, said Dr Frankie Phillips, from he British Dietetic Association, is not the case. "Juicing involves the removal of fibre and this moves some of the nutrients at would be found in a whole fruit or vegetable," said Dr lips. "There is likely to be a ore concentrated level of naturally present in the fruit, and if a juice is sipped over a long period of time, the fruit hi which is quite acidic, can damage dental enamel. In addition, some smoothies are very high in calories, with added whole-milk yoghurt, and even peanut butter and chocolate."

In the United States, a rapidly expanding smoothies firm called Jamba Juice, which says it wants to open stores in the UK, is selling a "power" drink that makes nutritionists go pale. The company sells the Peanut Butter Moo'd. Its super-sized version, which is 890ml in size, packs 169g of sugar and 1,170 calories.

Many smoothie drinks now on sale in the UK have sugar levels higher than the Food Standards Agency's healthy limit of 10g of sugar per 100g. There are other unseen problems with smoothies: as soon as a fruit is processed, its vitamins and nutrients start to lose their potency. And many smoothies are made from concentrate, not fresh fruit.

Even so, nutritionists agree that smoothies are a better alternative to Coke or Fanta. But a debate is now raging within Whitehall about whether these drinks are what they claim to be: a contribution towards the five portions of fresh fruit and vegetables that Britons are being officially urged to eat each day.

This argument goes to the heart of the Government's campaign to combat the UK's rising obesity rates and end our love affair with ready meals by persuading us to eat a wide range of fruit and vegetables to get our "fiveaday". Two of Britain's most popular smoothie companies, Innocent and PJs, claim their drinks can playa significant role in helping to hit that target - a claim that health ministers have rejected, until now.

An Independenton Sunday investigation has found they have lobbied the Food Standards Agency, the official adviser on healthy eating, to revise the Government's guidelines on what kind of food and drinks are good enough to help to make "five a day" .Health ministers insist that smoothies can make only one of those five daily portions because - unlike freshly prepared fruit and vegetables, they usually contain less fibre, fewer nutrients and do not help people to have a varied diet.

A Department of Health official told the IoS: "We state that fruit or vegetable juice and fruit smoothies count only as one portion regardless of how much over 150ml is consumed or how many fruits are blended

or juiced. This is because the process results in an end product with very little fibre, compared with the raw ingredient. This is more the case with juice where the skin, peel and pith are removed entirely.

"Variety is one of the key elements' we encourage people to eat at least five different types each day in a range of forms, but to not rely too heavily on blended or juiced products."

But the FSA is now telling ministers at the Department of Health that these firms are right to claim that some smoothies are so rich in fruit that drinking one standard 250ml bottle is enough to make up two of those "fiveaday". Richard Reed, a co-founder of Innocent, is adamant that his products satisfy the Government's criteria for supplying two of the "fiveaday". He said: "Ours is the only brand which his 100per cent fruit. Wedon't take anything out and don't put anything in. "

The FSA, he added, "had signaled very clearly to us that they're going to change the advice to two portions when the smoothie contains two entire portions in their natural state".

This is not just a technical argument about labelling. If they win this argument, their sales - already the fastest growing in the entire soft drinks market - will boom. The smoothie bar chain **Crussh** opened its 14th

store in London this month. Both Innocent and PJs market their drinks by claiming they give two portions a day, and PJs are even using their own "fiveaday" label on their bottles - something which the experts and Government believe makes the confusion for consumers greater.

But even smoothie makers concede their drinks have a limited role. Chris Fung, managing director of **Crussh**, said: "Everything in moderation. If you had 10smoothiesadaythenitwouldn'tbethatgoodforyou, the same as if you had 10 of anything per day. A lot depends on what you are substituting the smoothie for."

Dr Frankie Phillips said that smoothies were a "grey area". "At the moment, there are a variety of ways that the portions of fruit and vegcounting to wards the 'five a day' are labelled on smoothie bottles. This can then lead to confusion."

Ministers are planning to publish new advice on how processed foods meet the "five a day" criteria. They are likely to give the highest-quality smoothies the right to claim they give two of those five portions - but only if they can prove to be entirely made from several different types of crushed fruit.

Additional reporting by Hannah Crown and Louisa Dennison

Document INDOS00020060703e2720000z

THE INDEPENDENT

Features
**Smooth operators set to Crussh the competition**

By Ian Herbert
583 words
1 July 2006
The Independent
13
English


It is a High Street battle which will pitch the Zen Boost against Love Juice and the Deep Detoxifier against the Green Tea Pineapple Zen. In a contemporary equivalent of the 1990s coffee bar showdowns, an Australian juice bar chain which has taken the Asia-Pacific by storm is moving in on a UK market already worth more than £100m and doubling every year.

The leading UK operator of "smoothie" bars opened its 14th branch, in the Strand, last week. The company, **Crussh**, predicts it and others will have dislodged coffee bars from their position on the high street within 15 years. But the arrival of the Australian company Boost Juice - which has just announced it will open a Manchester outlet later this year with more to follow in London -means **Crussh** will not have the customers all to themselves.

Boost's own extraordinary development began in a garage in Melbourne, Australia, where Janine Allis began blending smoothies (for the uninitiated: drinks made with natural fruits, juices and dairy products, sometimes partly frozen). On a visit to California, she then hit upon the idea of setting up smoothie bars, first in Adelaide in May 2000 and eventually across Australia, New Zealand, Singapore and South Korea. The franchise - known by its orange, green and yellow shop fronts - now has 180 sites offering smoothies, juice cocktails and "medicinal" drinks laced with camomile, passion flower and lemon balm.

In Manchester, Ms Allis has stumbled upon a franchisee with an impressive track record: the businessman Richard O'Sullivan, from Bury, who sold his Millies Cookies firm to catering giant Compass for £24m in December 2003. The £5m asking price provides an idea of the brand's worth. "I'll open 10 and see where it goes from there," said Mr O'Sullivan. "We will run the business from the north-west and build it up, like we did with Millies."

The success of Britain's smoothie producers provides grounds for considerable optimism. Innocent, founded by three entrepreneurs in 1998, now sells a million smoothies a week, controls 56 per cent of the UK smoothie market and expects its £37m sales to double this year. Smoothies are comfortably the fastest growing sector in the soft drinks market: the research company IRI recently found that they were growing at a rate of 130 per cent, compared with growth of 20 per cent for chilled juices.

But behind the soaring smoothie sales, nutritionists are cautioning against overestimating their benefits. The British Dietetic Association has stated that a smoothie should account for more than one of the recommended five daily units of fruit and vegetables, while Neal Kaufman, director of paediatrics at a medical centre in Los Angeles, recently declared that humans were not meant to "drink their calories". He said: "Liquids like fruit juice, composed mostly of sugars, [can promote] obesity."

There are other challenges ahead for both **Crussh** and Boost Juice. Adam Balon, founder of Innocent, believes the coffee bars have already grabbed the best sites. "And smoothies are more costly to make," he said. But **Crussh**, which began in October 1998 as a single café in the City, is phlegmatic about the new Australian challenge. "Are they [the new company] scary? Yes and no," he said. "I don't think it's that easy in the UK. In Australia you've got the weather, you've got everything going for it. The UK isn't the same."

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Document IND0000020060701e27100068

**Boost Juice to franchise in UK**

271 words
30 June 2006
Foodweek
English


Boost Juice is set to become one of Australia's most successful export stories with the signing of a UK franchise agreement.

The first Boost outlet will open in Manchester and will be followed by a second outlet in London. The master franchisees are the founders of Millie's Cookies – Mario Budwig and Richard O'Sullivan.

There are already more than 170 Boost outlets in Australia and two in Chile. Also on the way are stores in Singapore, Kuwait and South Korea.

Store growth is sitting at an average of 34 new stores a year and turnover is about $100 million. Not bad for a company started just six years ago by MD Janine Allis.

According to Allis, the company receives 250 franchise inquiries every fortnight, with 6% of these progressing to a phone interview.

However, critics warn that Boost will not be alone when it enters the UK juice bar market, with the **Crussh** chain having been in the market for three years and already operating 14 stores in London. **Crussh** is headed by fellow Australian Chris Fung.

The UK juice market grew 36% between 1999 and 2004 and is said to be worth close to £2.32 billion ($5.76 billion). Last year the juice bar market grew by 30%, compared with 3% for the fast food industry.

Allis said she believed the timing was right for a UK entry. "The cog has just started to turn in the UK that we need to eat healthier food. The rise in obesity is directly related to the rise of fast foods," she said. FOODweek

Document FOOWEE0020060810e26u0001o

**Boost Juice to franchise in UK**

90 words
30 June 2006
Food Week (ABIX Abstracts)
9
English


Boost Juice is to open franchises in the UK in 2006. The Australian juice chain's first British outlets will be in Manchester and London. Outlets are also being developed in Singapore, Kuwait and South Korea. The six-year-old company has over 170 Australian stores and an annual turnover of roughly $A100 million. Janine Allis, the head of the chain, reports that 250 franchise inquiries are received every fortnight. Boost will compete with **Crussh** Juice Bars in the burgeoning UK juice market

19948

Document ABXFOW0020060705e26u00001

THE AUSTRALIAN
Australia's national daily newspaper

Finance
**Couple of smoothies taking on UK juice market**

Jonathan Este
MATP
654 words
26 June 2006
The Australian
1 - All-round Country
31
English


London

IN a bid to establish itself as the Starbucks of the smoothie world, Australian juice retailer Boost has signed a franchise agreement to take its brand to the UK and exploit the growing demand among health-conscious consumers.

But another company, **Crussh**, has already recognised the potential in fruit juice and smoothies and is fast expanding, opening its 14th London store last week and planning another two in the next three months.

**Crussh**'s youthful managing director, a man who is beginning to be mentioned in lists of young business people to watch, is also an Australian, Chris Fung.

In what has been billed as an impending "juice war", the two Australian-run companies are going head to head for the main slice of the smoothie action, a market which could generate sales of up to pound stg. 170 million ($420 million) next year.

Boost recently announced it had signed a deal with UK-based master franchise partners Mario Budwig and Richard O'Sullivan, the pair behind confectioner Millie's Cookies.

Boost, which is expanding in Australia at a rate of 34 outlets a year, plans to establish a beachhead in Manchester before moving to London next year.

"The timing is right," Boost founder Janine Allis said when the deal was announced. "The cog has just started to turn in the UK that we need to eat healthier food. The rise in obesity is directly related to the rise of fast foods." In Britain, one in four adults and one in five children are overweight. The rate of obesity has tripled in the past 20 years.

Mr Fung, who grew up in Sydney and Canberra and was in London with Bain & Co, saw the same global trend and was planning to head to Hong Kong to start his own juice business. But he was persuaded by a friend and colleague, James Learmond, to run his fledgling juice and smoothie company **Crussh** instead.

That was three years ago. In its first year the turnover was just pound stg. 200,000 but last year the company sold more than a million juices and smoothies and grossed more than pound stg. 3.5 million.

This year's turnover is expected to rise to pound stg. 5 million as the group expands its menu and rolls out more stores.

While he described the prospect of Boost moving in on his patch as scary, Mr Fung clearly relishes the challenge.

"The UK market is not easy," he said. "It's not like Australia and it's not like California, where you've got the weather and people are already used to drinking a lot of fresh fruit juice and spending the money for the quality of product."

However, health was a lot further "up the radar" in the UK and he could see the day when there was a fresh fruit juice shop in every town.

"Essentially we are competing with everyone: sandwich shops, coffee shops," Mr Fung said, pointing out that **Crussh** offered a wider range of food than Boost. "Our philosophy is based on three things: healthier, faster and easier.

"Previous health-food shops had that reputation that they were always aimed at health nuts -- we don't believe that. For us, it has to be healthy but it has to taste good."

Like Boost, **Crussh** is also beginning to look overseas for expansion opportunities.

For the moment there appears to be plenty of upside for Boost and **Crussh** in the UK. Bottled smoothie company Innocent, run by a former Bain & Co colleague of Mr Fung's, John Wright, seems to be a good indicator of the depth of the market.

Having started in 1999, selling just 20 drinks on its first day of operation, Innocent recently announced a turnover of pound stg. 37 million.

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Photo

Document AUSTLN0020060625e26q00033

**Couple of smoothies taking on UK juice market**

Jonathan Este
99 words
26 June 2006
The Australian (ABIX abstracts)
31
English


Two Australian-run companies are entering the UK juice bar market. They have recognised the potential market for juice and smoothies in the UK, which is just beginning to follow the global trend of healthier eating. Boost Juice has signed a franchise agreement and will establish outlets in Manchester and then move to London in 2007. **Crussh** is run by Australian, Chris Fung. It began operating in 2003. It had a turnover of over Stg3.5 million in 2005 and has 14 stores in London by June 2006

17816

Document ABXAUS0020060625e26q0000f

FT FINANCIAL TIMES
World business newspaper

NATIONAL NEWS
**Smoothie bars send chill through high street.**

By EOIN CALLAN
709 words
24 June 2006
Financial Times
London Ed1
Page 5
English


Smoothie bars will be the next revolution in food and drinks retailing and are likely to dislodge coffee shops from their leading position on the high street, according to a new generation of restaurateurs.

Chris Fung, managing director of **Crussh**, London's leading fresh juice bar, said: "Fifteen years ago no one drank cappuccinos in this country. In 15 more years it will be all about smoothie bars, as people switch from coffee to juice."

He added: "We are competing against Starbucks and Pret a Manger."

**Crussh** this week opened its 14th branch in the Strand, central London, and will soon be joined by Australia's Boost Juice, which is launching the first national chain of smoothie bars.

Boost will start out in Manchester and London, adding to the chain's 180 sites in Australia, Chile, New Zealand, Singapore, Kuwait and South Korea.

The companies are hoping to build on the success in the UK of Innocent, which was founded by three entrepreneurs in 1998 and now sells 1m smoothies a week through shops and restaurants.

Innocent's sales of Pounds 37m are on track to double this year and the company al-ready controls 56 per cent of the UK market for smoothies, which is the fastest growing sector in the soft drinks market by a long margin. Although still a tiny part of overall drinks market, sales of smoothies are growing at a rate of 130 per cent per year, versus growth of about 20 per cent for chilled juices, according to IRI, a research company.

Innocent is trailed in the market by PJ Smoothies, which was bought last year by Pepsi. Like other global consumer brands, Pepsi was eager to jump on to the healthy eating bandwagon.

Disney this month also detailed plans to begin licensing fresh fruit in supermarkets as it tries to banish the memory of its association with McDonald's. Shoppers at Tesco can now buy Disney satsumas and the company is looking to branch out into apples and bananas.

Mr Fung said **Crussh** had had inquiries from fast-food companies and private equity. However, he admits that there are significant differences between the British market and regions where smoothie bars are ubiquitous, such as Australia and California. Namely weather.

"It is a lot harder to sell fruit juices in the winter. A lot of our smaller competitors have gone out of business and we have at times struggled. During the winter we sell a lot of soup instead and have developed a strong food business."

Mr Fung would not say what proportion of sales came from smoothies, but he admitted that the product was as important for its ability to "capture the imagination" and its "emotional brand values" as its contribution to the bottom line. He said the unique selling point that would make juice bars the next big thing was the wholesome healthy lifestyle they represented.

However, Paul Campbell, a former Pizza Express executive who invests in restaurant chains was doubtful.

"I'm sceptical. Healthier eating is definitely a trend, but not to the degree that we're going to see a new category of restaurant that is led on health or a sense of well-being," he said, adding: "People want good healthy food, but only a minority are driven by diet and nutrition."

Nutritionists have also cautioned against overestimating the benefits of smoothies. A Food Standards Agency official said "some smoothies can count as more than one portion of the daily allowance, if they contain all of the edible pulped fruit and vegetable".

But she warned that "there are many different types of smoothie on the market and the fruit content may vary within a brand".

The British Dietetic Association went further, stating that a smoothie should account for no more than one of people's five recommended daily units of fruit and vegetables.

The caution reflects heated academic debate in California, where smoothies are hugely popular.

Neal Kaufman, director of paediatrics at Cedars-Sinai Medical Centre in Los Angeles, said: "Humans were not meant to drink their calories. Liquids like fruit juice, composed mostly of sugars, are brought rapidly in the body promoting obesity."

20060624L105.077

Document FTFT000020060624e26o0000s

THE TIMES

Features
**Pulp fiction?;Lead story**

Peta Bee
1,584 words
23 June 2006
The Times
Times2 4
English


Britons seem to believe that drinking fruit juices and smoothies can cure all ills. PETA BEE discovers many are a waste of money, full of sugars, acid and calories

Could it soon be last orders for the latte? So many of us are now swapping our java jolt for a healthier-sounding fruit juice that analysts are predicting a high street juice bar war to rival that of the coffee chains. This week the British chain **Crussh** opened its 14th store, and the Australian chain Boost Juice has signed its first franchise deal in the UK with a branch to open in Manchester, followed by one in London. Driven by a desire for products that are nutritious, natural and calorie-kind, although undoubtedly aided by the celebrity seal of approval -Christy Turlington, Willem Dafoe, Woody Harrelson and Russell Crowe are all confirmed juice fans -today's consumer seemingly wants more than a short-lived energy burst from caffeine. And what better way to get it than from a banana and mango crush? So popular is the idea of juicing one's way to health that latest figures from Mintel show that the market has grown by 60 per cent in five years, with Britons now spending almost Pounds 768 million a year. As the fastest-growing sector of the UK soft drinks market after bottled water, we consume more than two million litres of them every year. Pure juices, made from 100 per cent squeezed or pressed fruit, are the most popular, representing 56 per cent of all juice drinks sold. But hot on their heels are smoothies, the thick, creamy textured products that we have grown to love in the ten years since they first pricked our consciences.

Smoothies alone now have a retail value of Pounds 100 million in the UK, a figure that is doubling by the year. Of course, the best thing is that we can indulge our juice habit in the belief that it is doing us no end of good. There is nothing quite like a freshly squeezed fruit drink to leave you feeling virtuous. With more vitamins (and flavour) than mineral water and with detoxing and disease fighting properties, they appear to be the ultimate health tonic. Or are they?

Our growing obsession with juicing sounds good news for a nation that persistently fails to raise its average fruit and vegetable intake above a paltry two servings a day. But experts caution that there is more (or in some cases, less) to juices than meets the eye or the palate. Crucially, says Catherine Collins, chief dietitian at St George's Hospital in London, juices should not be relied upon to make up for our dietary failings. "It's a misconception that fruit and vegetable juices fill gaps in our diets," she says.

Guidelines produced by both the World Health Organisation and the British Dietetic Association (BDA) state that a glass of juice or a smoothie should contribute no more than one of the minimum five daily portions of fruit and vegetables we are supposed to consume to stay healthy. More is not better. "The process of juicing involves the removal of fibre and some nutrients that are present in a whole fruit or vegetable," Collins says. "While a glass of carrot juice might contain the juice of seven carrots, it doesn't provide anywhere near the nutrients that you'd get from seven whole carrots."

For juiceaholics, there are possible adverse effects in too high a consumption.

With fibre, pith and sometimes skin removed, juices contain a much higher concentration of the natural fruit sugar, fructose, than pre-squeezed fruit.

Combined with the acidity of many fruits and vegetables, this spells bad news for teeth. Gordon Watkins, a scientific adviser to the British Dental Association, has gone as far as suggesting that Britain's juice-drinking habit is spiralling towards a dental disaster: "All fruit juices contain acids that soften the surface layer of enamel on the teeth," he says. "Likewise, if you sip away at a glass of juice rather than drinking it in one go, it can prolong the contact time between your teeth and the acid. Ideally cut it down to a glass a day."

So concerned is the American Academy of Paediatrics (AAP) about children's intake that it is urging parents to restrict the amount of juice children drink. The concern is that replacing milk, the recommended drink for pre-adolescents, with fruit could not only leave youngsters at risk of dental problems and obesity, but also lead to them becoming undernourished through a lack of protein. For youngsters aged between 1 and 6, the AAP recommends a limit of one small glass a day.

"Humans were not meant to drink calories in this way," says Dr Neal Kaufman, of the academy. "Liquids

such as fruit juice, composed mostly of sugars, are used rapidly by the body, thereby promoting weight gain." Dr Peter Beyer, a nutrition researcher at the University of Kansas, suspects that digestive problems are linked to a high intake of fruit-based drinks. In a study presented to the American College of Gastroenterology three years ago, he said that too much fructose appeared to cause bloating, abdominal pain and diarrhoea linked to irritable bowel syndrome.

Now, a new breed of functional products appears to be a cure-all. Partied out? Try an Innocent Natural Detox smoothie to flush out the after-effects. Tired all the time? Have a Brazilian juice from **Crussh** with energising guarana and acai, a nutrient-rich purple berry from the Amazonian rainforest which includes antioxidant vitamins. Since being featured on NBC and Oprah, it has become one of the most popular ingredients in the US. And yet, when the Australian Consumers Association (ACA) looked into supplements commonly added to juices, of which barleygrass, spirulina and chlorella are among the most popular, they found them to be a waste of money. "Don't be seduced by the marketing," said the ACA. "Many supplements make over-the-top claims and are not worth paying extra for."

Spirulina, a freshwater blue-green algae, is a rich source of proteins, vitamins and minerals, approved by the US Food and Drugs Agency and the World Health Organisation. But last year an international team of researchers, including scientists from the University of Dundee, announced that the algae may produce a toxin linked to certain types of neurological disease, including Alzheimer's.

Within days, one German company had taken its algae-based drink off the market.

Similarly, wheatgrass, the startlingly green cocktail of nutrients extracted from the pulped shoots of grasses from the Agropyron family (related to wheat) has become a cult drink among juiceaholics. Fans include the film-maker Peter Jackson, who has said he thinks of the juice as "a salad in a cup", and Paula Radcliffe.

Comprising up to 70 per cent chlorophyll, wheatgrass is said to heal tissues, help to purify the liver, improve blood sugar levels and help to flush out toxins. But this month a review of scientific research conducted by the ACA uncovered little evidence for many of its purported health claims.

Researchers found that, while wheatgrass has some nutritional value, a 30 gram serving of cooked spinach, broccoli or a garden salad contained more vitamins and minerals than a shot of wheatgrass juice. Only "limited supporting evidence" was found for claims of the anti-inflammatory and wound-healing properties of wheatgrass. Mostly, "the claims that are made are perhaps a lot of hype without any real evidence," says Viola Korczak, health policy officer at the ACA.

Some juice-bar drinks have hidden calories. At Jamba Juice, a chain with 533 stores in the US, the Peanut Butter Moo'd drink contains chocolate, bananas, soymilk and 1,170 calories, twice as many as you would get from a McDonald's burger and small fries.

And what of the detox claims for fruit and vegetables, made by the likes of Dr Nish Joshi, dieting guru to Cate Blanchett and Gwyneth Paltrow, who says that "using raw vegetables will enable you to absorb large quantities of nutrients and will also flush out the toxins"? "Absolute rubbish," says Professor Tom Sanders, of the nutrition department at King's College London. "It is true that besides nutrients in food there is a vast array of other substances which, if they were allowed to accumulate in the body, would be toxic. But we are equipped with a liver that enables us to break down and excrete them."

Last year Tiger Smoothies came to the UK: a range of drinks with supplements for an added boost, including avena sativa (or oat grass) which is "helpful for stress relief". But the functional ingredients are soon to be withdrawn. "We don't think they offer any real advantages," says spokesman Mike Bryan.

Still, at the Fresh & Wild juice bar in Notting Hill, a bolthole for nutrient-craving celeb-rities, there is no sign of a downturn. "Sales of wheatgrass juice are flourishing," says Carolina Svensson, who runs the bar. "We have no safety concerns about any of our ingredients, including blue green algae and spirulina."

Collins says that a juice habit can be expensive, but in moderation not unhealthy, provided you can stomach them. "Ultimately," she says, "a lot of the fringe juices, especially wheatgrass, taste foul. You are far better off eating a few apples and oranges every day."



Document T000000020060623e26n0005x

Side Orders
**good week/bad week.**

News desk
146 words
22 June 2006
Caterer & Hotelkeeper
14
English


Smoothie lovers **Crussh** juice bars launches 14th store with plans to go national.

Siamese cats Activists storm Fangji cat meatball restaurant in Shenzhen in protest.

Ugly fruit Waitrose puts non-perfect fruit back on shelves.

School caterers National LACA TV campaign set to counter "Jamie Oliver effect" on school dinners.

Hospitality staff Ministers promise eight extra days' paid leave a year as annual holiday.

Whales Japan moves to end 20-year hunting moratorium.

Ireland EasyJet to axe three key routes that go head-to-head with Ryanair.

Cristal Hip-hop star Jay-Z pulls Champagne brand from his clubs after "criticism" about rap association from producer Louis Roederer.

Sport Olympic and World Cup organisers condemned by health experts for accepting sponsorship from fast-food and fizzy drinks companies.

Trans-fats Be gone, we say.

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Document CATHOT0020060622e26m0001c

**Crussh juice bar opens 14th UK branch**

198 words
20 June 2006
10:43
Datamonitor News and Comment
English


Benefiting from the growing demand for a healthier lifestyle in the UK, **Crussh** juice bar has opened its latest store in London.

Since being launched in 1998, by city worker James Learmond, the company is now selling over a million smoothies a year in its chain of natural fast foods and squeezed-to-order juices, reports the Guardian.

According to the newspaper, **Crussh** is now a multimillion pound business, opening a new branch every six weeks, with plans to take the concept nationwide before heading abroad by the end of the year.

Despite a first-year turnover of just GBP200,000, **Crussh** hopes to take GBP5 million during this financial year through sales of super smoothies, organic salads and soya porridge, the newspaper reported.

Speaking to the Guardian, managing director, Chris Fung, explained that **Crussh** looks set to benefit from the government's plans to widen bans on junk food advertising and consumers growing demand for healthier, fresher products.

However, **Crussh**'s seeming monopoly in this market may be short-lived as leading Australian company Boost Juice has just signed a franchise deal in the UK.

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Evening Standard

News

**SMOOTHIE WARS AS NEW JUICE BAR SETS OUT TO SQUEEZE RIVALS**

BY JONATHAN PRYNN CONSUMER AFFAIRS EDITOR
661 words
20 June 2006
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English


A smoothies fruit juice war to rival the great coffee bar showdown is set to hit the high street.

A highly successful chain of Australian juice bars, Boost Juice, has signed its first franchise deal in Britain.

The branch will be in Manchester with a London outlet planned for next year and a national chain over the next 10 years.

It will be taking on the British chain **Crussh**, which opened its 14th branch in the Strand yesterday.

The chain was founded in 1998 by former City worker James Learmond, who was fed up with being unable to find a healthy lunch.

Boost Juice already has 180 sites in Australia, Chile, New Zealand, Singapore, Kuwait and South Korea and believes it could become the Starbucks of the juice world. But **Crussh** managing director Chris Fung said the new arrival might find it harder than it imagined to break into the market.

He said: 'Are they scary? Yes and no. I don't think it's that easy in the UK. In Australia, you've got the weather, you've got everything going for it. The UK isn't the same.' **Crussh** - which was compared with two rival products for the Evening Standard by a panel of judges - sells exotic smoothie concoctions such as the Brazilian, a £3.80 mixture of paw paw, apple juice, banana, Guarana booster and acai, a berry from the Amazon rainforest said to be the world's healthiest food.

The UK market for Smoothies is already worth more than £100 million and is doubling every year. It is being driven by a massive upsurge in demand for healthy food and drink fuelled in part by publicity about the dangers of obesity.

However, Adam Balon, founder and 'chief squeezer' at bottled smoothies maker Innocent, said the chains might find it hard to break through in big numbers on the high street because the coffee chains have already grabbed so many of the best sites. He added: 'Smoothies are a more complex product to make, more costly to make and it's very difficult to get good sites.'

But Mr Fung insisted that public attitudes will change. 'In terms of coffee, it's 99 per cent water. This is so much better value,' he said.

Which fruit drink is top of the pips?

Innocent

Flavour: strawberries and bananas

Cost: £1.79

Ingredients: seven crushed strawberries, 1/2 crushed banana, 21/2 pressed apples, dash of freshly squeezed orange juice

Fat: 0.1g

Sugar: none

Calories: 57 kcals

Henry Dimbleby, co-owner of Leon, says: 'That's nice, it doesn't taste too much like banana, which a lot of them can. It's got a lovely strawberry taste and it's delicious. All fresh ingredients with nothing added proves it's very good value for money.'

Rating: 8/10 PJ Smoothies

Flavour: oranges, mangoes and passion fruits

Cost: £1.45

Ingredients: one

orange (from concentrate), 3/4 apple (from concentrate), 1/2 crushed banana, one passion fruit (from concentrate), 1/8 crushed apple

Fat: 0.2g

Sugar: none

Calories: 53kcals

Henry Dimbleby says: 'It tastes too watered down, you can tell it's been remade from concentrate. It's okay but much flatter than Innocent. If you want fresh fruit and a natural taste, this isn't the one to go for.'

Rating: 5/10 **Crussh**

Flavour: Strawberry Cool

Cost: £2.50

Ingredients: five strawberries, 1/2 banana, 150ml orange juice, 150 ml frozen yoghurt

Fat: 1g

Sugar: 4.8g

Calories: 77kcals

Henry Dimbleby says: 'It's quite nice. It's very fresh and there's a strong taste of strawberry. The yoghurt isn't too strong, the juice is fresh and the banana taste isn't too strong. For 300ml that's good value for money, especially for something so fresh. The best out of the lot.'

Rating: 9/10

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guardian

Guardian Financial Pages

**Financial: Australian rival could ignite smoothie wars as Britons seek healthier lifestyle: Crussh juice bar, founded by a former City worker, opens its 14th branch today**

Katie Allen
810 words
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It started out as one man's quest for a lunchtime detox. Now it's a multimillion pound business with its eye on every high street in Britain. **Crussh** juice bars are revelling in the country's growing thirst for healthy eating and the government's latest attack on junk food.

The chain of natural fast foods and squeezed-to-order juices sells more than 1m smoothies a year and is opening a new branch every six weeks. Today sees the launch, on the Strand, London, of its 14th store and hopes to take its orange and lime green brand abroad by the end of the year.

**Crussh** was founded by city worker James Learmond in 1998 when he decided the only way to find a healthy lunch was to set up his own shop.

Turnover was just pounds 200,000 in the first year and fruit, with its perishable and pricey nature, has proved a sticky business over the years. But this financial year **Crussh** hopes to harvest pounds 5m from its super smoothies, organic salads and soya porridge.

Chris Fung, its managing director, said media coverage, such as last week's report that the government may widen bans on junk food advertising, were boosting consumers' hunger for low fat and fresher foods.

"Health is now a lot further up on the radar," he says, sitting in the Mayfair branch. "People want to know more about what they are eating."

So is a change in eating habits the secret to **Crussh**'s success? "It's down to the fact we don't put crap in the stuff, and we've been doing that for a long time," says Mr Fung, holding up his cup of deep red Good Morning Super Smoothie. "Compare this with any other smoothie, hand on heart, it's right up there."

The 33-year-old is part of a four-man management team that tastes and helps develop all of **Crussh**'s products, from yoghurt drinks to sushi wraps.

Mr Fung goes through the menu proudly pointing out his contributions and is sure to give his girlfriend credit for naming the kiwi, lime and spinach mix Green Goddess after 1980s TV fitness icon Diana Moran.

The market is till very tough, he says, but a slowly improving British diet means there will eventually be room for a fresh juice bar in every town. "We are moving more and more towards this not being a treat, but something you can afford every day."

But when the nationwide invasion comes, it is not definite that we will all be getting our celery juices in one of **Crussh**'s neon-coloured bars. The chain may be about to have a smoothie war on its hands.

**Crussh** currently sees itself as the country's only sizeable fresh juice and food bar, but that could soon come to an end with the arrival of an Australian rival. Boost Juice, the fastest growing smoothie business in the southern hemisphere, has just agreed a franchise deal in the UK. If growth here matches expansion there, it could become the Starbucks of the smoothie world. Still, Mr Fung is not afraid of the new competitor. "Are they scary? Yes and no. I don't think it's that easy in the UK. In Australia, you've got the weather, you've got everything going for it. The UK isn't the same," said Mr Fung, who grew up on fresh juices in his native Australia.

There's also competition from the booming market in bottled smoothies made by big brands such as Innocent and PJ Smoothies, owned by PepsiCo.

Innocent, the leading brand in shops, says the market is worth some pounds 100m a year and could jump to pounds 170m in 2007. It is already selling in school canteens and plans to garner even more

business from kids as the government clamps down on sugary drinks. **Crussh** sees its freshly made juices and range of meals as belonging to a different market.

As for the coffee shop competition, Mr Fung says it's only a matter of time before we drop Americanos for Energy Explosions and Mango Madness. "In terms of coffee, it's 99% water. This is so much better value," he says.

**Crussh** admits that, as long as its drinks keep their luxury status, it will be vulnerable to dips in consumer spending. But if the junk food fight keeps building, the chain may be able to lean on a growing army of calorie-counting, vitamin-conscious eaters.

"I'm trying to be good, let's put it that way," says Candice Fields, 28, stirring a **Crussh** vegetable soup.

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guardian

Guardian Financial Pages

**Australian rival could ignite smoothie wars as Britons seek healthier lifestyle: Crussh juice bar, founded by a former City worker, opens its 14th branch today**

Katie Allen
831 words
19 June 2006
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English


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The number of **Crussh** smoothies sold in a year. Australian firm Boost Juice has just agreed a UK franchise deal

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THE INDEPENDENT

Features
**THE INSIDER**

1,136 words
27 May 2006
The Independent
8
English


A weekly guide to spending

HOME

The cool way to boil

Throw away your kettle. The Quooker boiling-water tap is time-saving and energy-efficient. It has an insulated "vacuum flask" water tank, which maintains fresh water at 110C under mains pressure, is situated under the sink and is cool to touch. The tap is height-adjustable on the worktop. A filter purifies the water, as it passes from the tank to the tap, and it leaves the tap at 100C in a fine spray. Prices from £690, www.quooker.co.uk , 020 7923 3355.

TECHNOLOGY

Snap to it

Great things come in small packages and this camera from Kodak is no exception. The dual-lens Easyshare V610 camera is the smallest 10x optical zoom digital camera and is less than an inch thick. Pocket-sized, this camera takes close, high-quality pictures of distant subjects without the obtrusiveness of a larger camera. In addition the Easyshare V610 model is one of the first digital cameras to incorporate bluetooth wireless technology, making it easier to instantly share pictures with people nearby to mobile phones, PDAs, computers, Kodak picture kiosks and other V610 cameras. You can also receive and view pictures. Priced at £349.99. Visit www.kodak.co.uk or call 0870 243 0270.

MOTORS

Green giant

The big, impressive LexusGS450h is equipped with the latest in "hybrid" technology, coupling a V6 petrol engine with a powerful electric motor, which uses energy otherwise wasted in braking and decelerating. The only drawback is that it has a much smaller boot than more conventional variants, the space having to be given over to the batteries. Apart from that, there's a good deal to be said for it. It's greener to cycle, though. Price: £38,015 to £47,135' CO2: 186g/km' www.lexus.co.uk .

WATCHES

Standard time

Wear your country on your wrist and celebrate Britain with this retro-influenced timepiece from Ben Sherman Accessories, designed for 2006. The Union Jack has recently celebrated its 400th anniversary and Ben Sherman has created a striking and stylish design, capturing the essence of Britishness with the use of the flag as the face of the watch. Like the flag, the watch could stand the test of time. It comes with either a stainless steel or a chunky leather strap. Either way, the watch costs £45' call 01214361238 for details of stockists near you.

SHOES

Designer style with feel-good factor

For footwear that is both fashionable and ethical, look to the MADE project, which works with UK designers to create Fairtrade accessories. These are then produced by artisans in developing countries, working to ethical and Fairtrade principles. Beatrix Ong is the latest designer to work with MADE, designing a range of footwear that is produced by Kenyan artisans who are paid a fair price for their work, provided with a good working environment, business training, community support and funding from the UN. Her limited-edition sandals are embellished with precious metals and stones sourced in

developing countries in Asia and Africa, and can be found exclusively in the Topshop flagship store in London's Oxford Street, for £79. All profits go towards making improvements in underprivileged communities.

FASHION

Want to be spotted? Better get dotted

Just in time for all those summer cocktail parties, designers Baylis & Knight have reinvented a style from a half a century ago. They've brought the polka dot back. This style makes a comeback every so often, so much so that it might almost qualify for the adjective "timeless". Indeed the polka dot design first became common on party clothing in the 1880s in Britain, at a time when polka dancing was extremely popular, and the name was also applied to the pattern. In any case, this particular dress is a fine, unfussy example of the classic style, with its strapless bodice and flared skirt and a side-tie waist belt that pulls the waist in delicately to give a perfect hourglass silhouette. This puffball dress will showoff your figure to its best and, indeed, is perfect for a wedding, a party or a night out on the town. It costs £130 from www.baylisandknight.com , or 0161 881 8002.

ACCESSORIES

Hearty-Crafty

These leather heart keyrings are the product of the lifestyle accessories label Birdy Num Num. The label was started by the designer Lisa Saxena in 2000 and has developed into a beautiful collection of fashion and gift ideas. The keyrings and the collection as a whole have an exquisite attention to detail, such as the soft nappa leather and the hand-stitched designs. The soft palette of ivory, taupe, pale pink, brown and green is subtle yet draws the eye. The keyrings cost £20 each and are available at www.birdnumnum.comor call 020 8749 6080. Also available are leather purses, handbags, pencil cases, and wash bags in nappa leather.

FOOD

Therefs a veggie!'

The strangest footie companion for this summer's World Cup is the Peperami Fanimal - a sound-chipped, impact-activated football mascot that shouts a rota of rants when you throw him. So if David Beckham misses that vital penalty in the final against Germany, you can chuck your Fanimal at the TV to vent your frustration and make it rant such lines as "The referee's a veggie" or "My nan can do better than that and she's a pork pâté!". So to help you get through those agonizing match moments, visit www.fanimal.co.uk or go to Sports world stores to get your Fanimal for £3.99.

BREAKFAST

Get your oats

If you are into healthy eating, then this cool version of **Crussh**'s healthy hot porridge bestseller is for you. A blend of organic porridge oats with a touch of skimmed milk, organic natural fat-free yoghurt, topped with your choice of fresh strawberries, mango or berry compote. **Crussh**'s new breakfast allows you to still enjoy a nutritional power house meal which is low on the glycaemic index and rich in B Vitamins, minerals and fibres in the heat of the summer sun. Priced at £1.75 for a medium serving or £2.25 for a large serving. Visit www.crussh.comfor more information.

HOMEWARE

Sexy server

Who said trays couldn't be sexy? Add elegance to your TV dinner with this tray from the Ba Rock collection, designed by Marta Sansoni for Alessi. It is made from Ba Rock's signature stainless steel, which has been red-powdered to provide a contemporary colour, and has handles that are made from red-coloured shapes in polished acrylic and resin. The tray is 48cmin diameter and costs £63, www.utilityretail.co.uk , 0151 708 4192.Agreen version and a polished stainless-steel version are also available.

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Evening Standard

Features

**CAN A 19-MINUTES LUNCH EVER BE HEALTHY?**

BY CHARMAINE YABSLEY
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Starbucks

Mango chicken with blackbean salsa wrap, fruit salad, skinny latte. £7.49

Nutritional total: 703 calories, 2.9g fat.

How long? 18 minutes.

And the taste? The wrap is tasty and spicy, but there's not much filling for £3. Fruit salad took the longest to eat, as servings are quite large, so it's good value for money.

Health verdict: 'White bread can lead to low-energy slumps, so flatbread or wraps are a healthier option if you can't give up your trusty sandwich,' says nutritionist Natalie Savona. 'Although wraps are still high in calories - this one is around 400 calories, they're a healthier alternative. Fruit salad is always a good option and this product provides three servings of your daily fruit requirements, which is great. Instead of a latte, which may give you a burst of caffeine energy, opt for a herbal tea instead, such as peppermint tea. It'll ease digestive pains if you've gobbled your food too quickly.'

Rating: HHHII

Marks and Spencer

Spicy red-lentil-and-tomato soup, wholemeal bread roll, salt-and-vinegar thin crisps, bottled still water with lemon-and-lime flavour. £3.66

Nutritional facts: 505 calories, 6.4g fat.

How long? 22 minutes. The soup takes about four minutes to heat, which adds extra preparation time.

And the taste? The soup was a perfect winter warmer, although it would have been nice to have some butter to spread on the bread roll. The crisps resembled chinese crackers, but just not as tasty. The flavoured water tasted too sweet for my liking.

Health verdict: 'Lentil soup is a great lunchtime choice, as it's low in GI value, so your energy levels will stay high for the afternoon,' says Savona. 'Brown bread does have more fibre than white bread, but this soup is so filling, you can easily do without and save yourself 140 calories. Instead of crisps, I'd recommend a piece of fresh fruit, or one of Marks and Spencer's low-fat probiotic yoghurts, which help to keep your bowels healthy and regular.'

Rating: HHHHI

E.A.T

Spicy crayfish noodles, mango-and-passion fool, fruit-and-nut mix. £6.50

Nutritional facts: 613 calories, 18.9g fat.

How long? 20 minutes.

And the taste? A filling, well-rounded lunch. Fruit-and-nut mix was enjoyed over the course of the afternoon, though, which stopped me reaching for my usual chocolate bar.

Health verdict: 'This is a well-balanced lunch, with proteins from the seafood and low-GI noodles combining to make a nutritionally balanced lunch,' says Savona. 'The serving size of 70g for the

fruit-and-nut mix is also ideal - they may be good for you, but are high in fat, so a little goes a long way in this case.'

Rating: HHHHI

Fresh Italy

Pollo e spinaci (penne pasta with chicken and spinach), fruit compotes, espresso. £4 (espresso is free)

Nutritional facts: 258 calories, 2g fat. (Fresh Italy has employed an ingenious 'traffic-light' guide to healthy eating: green for low calorie, orange for medium calorie and red for higher in fats and calories. My meal was a healthy 'green light' dish, but tasted like a sinful red.)

How long? 15 minutes (Fresh Italy cooks meals to order in just over one minute).

And the taste? Bellissimo! My pasta didn't taste store-bought at all, and the fresh ingredients - basil and spinach - were plentiful. The compote was a low-calorie treat - altogether a filling meal for a small cost.

Health verdict: 'Fresh pasta is a good choice for lunch if you've had a busy morning, or have a long night ahead, as it's high in energy, but relatively low in fat,' says Savona.

'By adding low-GI foods such as chicken and spinach to the dish, this becomes a slow-releasing meal, so you shouldn't feel tired or sleepy afterwards. Fruit compote is also ideal, as it cleanses the palate and gives you some energy for the afternoon.

'I'd steer clear of espressos, though, particularly after 3pm, as it's believed that caffeine can contribute to insomnia if drunk after this time. Swap the espresso for a fresh juice or herbal tea instead.'

BEST BUY Rating: HHHHH

Boots

Shapers meal deal which included houmus-and-chargrilled-vegetable wrap, sweet red grapes, a bottle of freshly squeezed orange juice. £2.99 (special meal deal price).

Nutritional total: 465 calories, 8.2g fat.

How long? 10 minutes.

And the taste? Servings are on the small side, so you'll feel hungry soon afterwards. Fresh and tasty though, and the orange juice did taste freshly squeezed.

Health verdict: 'This is a quick and easy lunch, but not necessarily the most satisfying or healthiest you could buy. The wrap contains around 8g of fat, so if you're watching your weight you'd be better off choosing a rice salad,' says Savona. 'This would keep you fuller for longer, too, as well as being lower in fat. Orange juice is a good way to add one portion to your five-a-day fruit and veg quota, and is a good occasional alternative to water.'

Rating: HHIII

Benjys

Chicken and Mexican bean salad, fruit salad, pomegranate juice. £5.59

Nutritional total: 531 calories, 19.7g fat.

How long? 22 minutes. Servings are generous and there are a lot of forkfuls to get through.

And the taste? Bean salad was very filling, so there wasn't much room for the fruit salad. Pomegranate juice was delicious and very refreshing. A tasty alternative to my usual orange juice.

Health verdict: 'A daily serving of beans are vital for healthy bowel movement, so this salad, with added benefit of the protein from the chicken, is a very healthy, balanced lunch choice,' says Savona. 'Pomegranate juice is a very powerful antioxidant too, which will help boost the immune system - ideal if you're working long hours.'

Rating: HHHHI

Pret a Manger

Slim Pret Classic Tuna sandwich, carrot, mash and toasted cumin soup, elderflower juice. £4.38

Nutritional facts: 471 calories, 23.3g fat.

How long? My local Pret is quite small, but attracts a large crowd, so I spent precious minutes queuing. In all 20 minutes for lunch.

And the taste? The soup is filling, so there was no need for Pret's new half-sized sandwich. Elderflower juice was very refreshing.

Health verdict: 'This is the highest in fat of all the high street stores, even though it looks relatively healthy,' says Savona. 'I'd forego the half sandwich and add a piece of fruit instead. Elderflower is a wonderfully calming drink, so it's good if you've got a stressful afternoon ahead. It's high in sugars, though, so dilute it with water if possible.'

Rating: HHIII

**Crussh**

Roast-tomato-and-thyme organic soup, Superfoods health pot, apple, carrot and ginger juice. £6.90

Nutritional total: 444 calories, 7.3g fat.

How long? 20 minutes. Soup and health pot are pre-made, but the juice takes around two minutes to prepare.

And the taste? Great winter warmer soup and perfect for January diets as it's fat-free. The health pot contained lots of quinoa, nuts and seeds, so I felt more and more virtuous with every mouthful, and the fresh juice topped off an extremely healthy, tasty lunch.

Health verdict: 'Eating organic foods is a responsible way to take care of your health,' says Savona. 'This soup is excellent as it's extremely high in antioxidants, but contains virtually no fat, so it's ideal if you over-indulged at Christmas. The fat content on the health pots is quite high (6.5g), but it's all good fats, which help to keep your skin, hair and nails healthy. This juice is also a good choice as it clears the palate, and the ginger will give your immune system a boost - necessary in winter.'

Rating: HHHHI

Caffe Nero

Goat's cheese and roasted red pepper panini, reduced-fat apple and blackberry cheese cake, latte with soya milk. £7

Nutritional total: 821 calories, 28.2g fat.

How long? 25 minutes - panini needed to be toasted in store.

And the taste? After waiting five minutes for the panini to be toasted, I then had to wait another five for it to cool down enough to eat, which used up half my lunch break. Tasty though.

Health verdict: 'This is a classic example of foods which look healthy, or promise to be reduced fat, but are actually still very high in calories. Goat's cheese is a healthier option than full-fat Cheddar, but still high in calories - a better option would have been a salad or soup,' says Savona. 'The cheesecake is full of sugar, so you'll just feel hungry, and tired, soon after eating this. Even though it's reduced fat, there's still a whopping 11g in it. A piece of fruit, or yoghurt would be a better choice.'

Rating: HIIII

Sainsbury's

Salmon and cucumber on malted bread with seeds, classic fruit salad, bottled water. £3.20

Nutritional total: 351 calories, 5.1g fat.

How long? 16 minutes.

And the taste? Surprisingly fresh and filling.

Health verdict: 'Wild salmon is a good way to add essential fatty acids (EFAs) into your diet,' says Savona. 'EFAs help you to concentrate better by improving the blood circulation to the brain, so you'll be less likely to suffer from the 3pm slump after eating this meal. The fruit salad is an ideal addition to contribute to your five-a-day eating plan, although I'd recommend buying just one piece of fresh fruit, rather than pre-prepared and packed fruits.'

Rating: HHHHI

Tesco

Medium sushi pack, carrot sticks, reduced-fat houmus, strawberry-and-banana smoothie. £4.06

Nutritional total: 554 calories, 21.9g fat.

How long? 15 minutes. Make sure you buy the medium sushi pack, which provides chopsticks, otherwise you'll have to go hunting in the office kitchen for a fork. Easy to prepare, although condiment packets are fiddly.

And the taste? Sushi was quite fresh, considering it's packaged. Reduced-fat houmus and carrot sticks were ideal, although it's tempting to keep snacking all afternoon. Best to eat half, and save the rest for the following day.

Health verdict: 'Sushi is a good choice for lunch, as it's low in fat, and provides you with zinc, fish oils and some vegetables,' says Savona. 'Carrot sticks are also a good choice, although don't be too liberal with the houmus. It may say reduced fat on the label, but the entire tub contains 18g fat. It'd be healthier to empty a small amount into a separate bowl. Houmus is packed full of chickpeas, which provide protein and energy. It's also a low GI food, so you'll feel full for longer. My only concern is the smoothie, as it contains 10g of sugar, which means that you may feel an energy slump afterwards.'

Rating: HHHII

INatalie Savona is the author of Wonderfoods (£12.99, Piatkus). www.nataliesavona.com

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**Crussh restyle spearheads juice bar expansion plans**

179 words
7 December 2005
In-Store
7
English


Juice bar brand **Crussh** is rolling out a redesign across its 12 London stores.

Design by The ID Department uses natural materials including bamboo. Walls are painted in yellow and champagne tones, and wall graphics draw attention to the healthy product.

**Crussh** stores sell soups, sandwiches and snacks alongside a constantly updated juice menu.

"Our target market is health-aware and young at heart," says **Crussh** marketing manager Jo Maer. "Customers tend to be anti-corporate and anti-global, and we like to keep a local feel to the stores."

**Crussh** explored several models for its outlets, including take-out and mobile units, and is looking to expand to 30 stores within two years. It is in talks about partnership deals and is looking to build a franchise model.

The expansion is in line with the trend towards healthier eating. "We go for organic ingredients wherever possible," says Maer. "But we are not a health food shop and we are not puritannical. We sell chocolate cake, it's just an organic one."

Document INSTMA0020051209e1c70000d

**Food&Drink - The Food & Drink 50 Our essential chart of the capital's best bars and restaurants, old and new - updated every week**

3,416 words
30 November 2005
Time Out
Pg. 165
English


Central

Asadal

Gracious service, chic interior and plenty of authentic Korean dishes. Watching the food being finished in front of you is part of the fun.

Asadal, 227 High Holborn, WC1V 7DA (020 7430 9006) High Holborn tube. Meal for two with wine and service: around £70. Set lunches from around £10.

Below Zero

LONDON'S ONLY ICE BAR

In this weather it seems less of a trick to keep an ice bar running in the centre of the West End, but as you're rugged up already, you may as well stop in for a round of cocktails.

Below Zero, 29-33 Heddon St, W1B 4BL (020 72879192/ www.belowzerolondon.com ) Piccadilly Circus tube.

The Bowler

More Martha Stewart Living than most gastropubs, the Bowler's tiny bar offers interesting beers and decent wines. Food is perhaps too simple given the prices (and we waited ages) but sweet staff and a lively crowd made us reluctant to complain.

The Bowler, 32 Bowling Green Lane, EC1R 0BJ (020 7837 4141) Farringdon tube/rail. Meal for two with wine and service: around £70.

Breakfast Club

NEW ENTRY See The hot five.

Breakfast Club, 33 D'Arblay St, W1F 8EU (020 7434 2571) Oxford Circus tube. Lunch for two: around £14.

China Tang

A sumptuous basement dining room that evokes colonial Shanghai during the art deco period. Premium ingredients such as lobster, abalone and shark's fin are used in well-executed Chinese favourites, including Peking duck served properly in three courses. Dim sum is available and the desserts are good too.

China Tang, The Dorchester, 53 Park Lane, W1A 2HJ (020 7629 9988) Hyde Park Corner tube. Meal for two with drinks and service: around £120.

**Crussh**

NEW ENTRY New branch of the made-to-order juice and smoothie chain with healthy lunch options including pots of bean and barley dishes, sushi, wraps, regular and toasted samies, plus organic and vegan cakes.

**Crussh**, Unit 1 Gate House, Ludgate Circus Buildings, 6 Farringdon St, EC4M 7LH (020 7489 5916/ www.crussh.com ) Blackfriars tube. Lunch for two with drinks: around £14.

Dine

CLASSIC FRENCH

If you've had your fill of disappointing trendy eateries, try this old-fashioned French restaurant, the relaunched version of Tooks. Dine's resolutely Gallic food is accurately cooked and beautifully presented.

Dine, Tooks Court, EC4A 1LB (020 7404 1818/ www.dine-restaurant.com ) Chancery Lane tube. Meal for two with wine and service: around £85.

Galvin

Chef brothers Jeff and Chris Galvin are united in their desire to bring good-value French bistro cooking to central London, and this restaurant is proving popular.

Galvin, 66 Baker St, W1U 7DH (020 7935 4007) Baker St or Bond St tube. Meal for two with wine and service: around £80; set lunch £15.50.

Gaucho Grill

NEW ENTRY Stylish new branch of the Argentinian steak (and wine) chain featuring a ground floor bar, a 120-cover restaurant on the lower ground floor, outdoor seating for 40, plus a rickshaw delivery service for local businesses.

Gaucho Grill, 5 Finsbury Avenue, EC2M 2PG (020 7256 6877/ www.gaucho-grill.com ) Liverpool St tube/rail. Meal for two with wine and service: around £80.

Hummus Bros

Damn if this isn't a clever idea: dishes of houmous served with a choice of toppings, lovely fluffy pitta bread and tasty fresh salads in a cool, friendly, eat-and-go environment.

Hummus Bros, 88 Wardour St, W1F 0TJ (020 7734 1311) Tottenham Court Rd tube. Lunch: around £7 per head.

Origin

The Hospital's Thyme restaurant is dead, but long live its reincarnation, known as Origin. Chef Adam Byatt has streamlined his original tasting menus concept to produce a savvy list of seasonal ingredients in interesting combinations.

Origin, The Hospital, 24 Endell St, WC2H 9HQ (020 7170 9200/ www.origin-restaurant.com ) Covent Garden or Holborn tube. Meal for two with wine and service: around £90. Pre-theatre menu (6-7pm) two courses £15, three courses £20.

Somerset House Ice Rink

NEW ENTRY Relax after a morning's skate or ice wall climb with hot slow-roast pork sandwiches, bean and pumpkin stew with red rice and guacamole, mugs of Mobana chocolate, and warm apple and cinnamon juice, provided by the folk of Tate Catering.

Somerset House, Strand, WC2R 1LA (020 7845 4600) Temple tube. Lunch for two with drinks: around £13.

Sorrel

Modern Italian cooking at reasonable prices - for a City location. We liked the seasonal slant to the menu, comforting pasta dishes and hearty main courses of roast meats.

Sorrel, 5 Minories, EC3N 1BJ (020 7481 1779) Aldgate tube. Meal for two with wine and service: around £80.

The Terrace

NEW ENTRY See The hot five. The Terrace, Lincoln's Inn Fields, WC2A 2LT (020 7430 1234) Holborn tube.

Meal for two with wine and service: around £80. Set meals: two courses £10.50, three courses £12.75.

The Trading House

A simple venture, well executed. Cool bar at front, comfy restaurant at back, and charming staff bringing delicious dishes such as truffle-scented cauliflower soup, meaty tuna carpaccio, and Charolais steak with mustard sauce.

The Trading House Bar and Kitchen, 12-13 Greville St, EC1N 8SB (020 7831 0697) Farringdon tube/rail. Meal for two with wine and service: around £60.

Vinoteca

Mark-ups are pleasingly low at this 'bar and wine shop' with a list of 220 wines starting at just £4.50. The bar food menu includes dishes such as homemade pork and prune terrine, salt cod fritters, and poached plums with clotted cream and shortbread.

Vinoteca, 7 St John St, EC1M 4AA (020 7253 8786) Farringdon tube/rail. Meal for two with wine and service: around £50.

Volt

The decor may try a bit too hard, but this lounge bar and Italian restaurant is more than formaggi - service is sweet, the cocktails are made from premium spirits, and food such as purple potato gnocchi is innovative. From the people who brought us the upmarket Noura Lebanese chain.

Volt, 17 Hobart Place, SW1W 0HH (020 7235 9696) Victoria tube/rail. Meal for two with wine and service: around £90.

Yazu Sushi

THE SMALLEST ZUSHIBAR IN TOWN

The alleyway leading from the Curzon Mayfair cinema down to Shepherd Market is also home to London's smallest kaiten-zushi (revolving sushi bar). Sushi and sashimi can be picked off the belt on colour-coded plates that denote the price, or specific dishes can be prepared to order. Good quality sushi, but no booze licence.

Yazu Sushi, Unit 2, 46 Curzon St, W1J 7UH (020 7491 3777) Green Park tube. Meal for two with service: around £40.

North

Amano

NEW ENTRY The PlayGolf centre on the A404 has scored a hole-in-one by featuring a new branch of Borough's popular Amano cafe on site. Barbecue grills, pizzas, New York deli sandwiches, sharing plates and kiddie food feature along with Union Roasters' ethically traded coffees.

Amano Northwick Park, PlayGolf, Watford Rd, Harrow, Middx, HA1 3TZ (020 8869 8570/ www.amanocafe.com ) South Kenton or Northwick Park rail. Meal for two with wine and service: around £60.

Green Note

NEW ENTRY See The hot five.

Green Note, 106 Parkway, NW1 7AN (020 7485 9899) Camden Town tube. Meal for two with wine and service: around £55.

Peachy Keen

The name's a reference to Rizzo's line 'Peachy keen, jellybean' in the movie 'Grease', but this isn't a Pink Ladies-themed bar. Cosy downstairs, white and airy up. Decent cocktails, too. Remarkable for Kentish Town Road.

Peachy Keen, 112 Kentish Town Rd, NW1 9PX (020 7482 2300) Camden Town tube.

Safir

NEW ENTRY One of our favourite Moroccan venues, decked in vivid fabrics. The food is simple and traditional, but packed with aromatic and piquant flavours. Weekend diners may encounter belly-dancing.

Safir, 116 Heath St, NW3 1DR (020 7431 9888/ www.safir-restaurant.co.uk ) Hampstead tube or Hampstead Heath rail. Meal for two with wine and service: around £65.

Saravanaa Bhavan

Saravanaa Bhavan's part of a worldwide chain originating in Chennai (formerly Madras) and identical to the homely, no-frills vegetarian eateries you will find in India. Expect plenty of Punjabi and Indian-Chinese dishes as well as traditional recipes from the south.

Saravanaa Bhavan, 531-533 High Rd, Wembley, Middx, HA0 2DJ (020 8795 3777) Wembley Central tube/rail. Meal for two with drinks and service: around £35.

Sardo Canale

A sleeker venue than its Fitzrovia parent, Sardo Canale (it's by the Regent's Canal) brings authentic Sardinian ingredients and dishes to Primrose Hill. Skip the familiar Italian favourites and go for tuna 'bresaola', shellfish and fregola combos.

Sardo Canale, 42 Gloucester Avenue, NW1 8JD (020 7722 2800/ www.sardocanale.com ) Chalk Farm tube. Meal for two with wine and service: around £100.

Tobia

Catch it while you can, because this excellent little Ethiopian restaurant is planning to up-sticks and move elsewhere in the near future. The cooking is great; veggies will find plenty to satisfy, and Wednesday and Friday are meat-free and dairy-free in accordance with the tenets of the Coptic Christian church.

Tobia, First Floor, Ethiopian Community Centre, 2a Lithos Rd, NW3 6EF (020 7431 4213/ www.tobiarestaurant.co.uk ) Finchley Rd tube. Meal for two with wine, coffee ceremony and service: around £50.

The Vine

This old Edwardian building secretes a pleasing rear courtyard garden, covered and heated, for casual dining. The reliable modern British food includes seared scallops with chilli jam, a very fine burger with bacon and Montgomery's cheddar, and homely sticky toffee pudding.

The Vine, 86 Highgate Rd, NW5 1PB (020 7209 0038/ www.thevinelondon.co.uk ) Kentish Town tube/rail. Meal for two with wine and service: around £60.

South

Baltic

VODKA AND BLINIS

Polish-based cuisine taken to a higher level - perfect for chilly weather.

Pierogis are light and crepe-like; the smoked salmon served with the blinis is firm. To finish, poppy-seed cake fresher than a Baltic breeze. To drink, vodka of course.

Baltic, 74 Blackfriars Rd, SE1 (020 7928 1111) Southwark tube. Meal for two with wine and service: around £85.

Butlers Wharf Chop House

NEW ENTRY Dark pure-bred White Park beef (one of the UK's oldest and rarest breeds of cattle), steak and kidney pudding (with or without oysters) and a three-bird roast makes Sunday lunch a foregone conclusion.

Butlers Wharf Chop House, Butlers Wharf Building, 36E Shad Thames, SE1 2YE (020 7403 3403/ www.conran.com ) London Bridge tube/rail. Meal for two with drinks and service: around £85.Set meals two courses £22, three courses £26.

Chez Bruce

Ten years old and Chez Bruce is so classily comfortable it feels like a favourite pair of Gucci loafers. Food is primarily French, but reaches along the Med with dishes such as imam bayildi and risotto of gorgonzola and Jerusalem artichoke with walnuts and chives.

Chez Bruce, 2 Bellevue Rd, SW17 7EG (020 8672 0114/ www.chezbruce.co.uk ) Wandsworth Common rail. Meal for two with wine and service: around £100.

Chosan

Sushi, grilled dishes, kushiage, and a long list of chef's specials and seasonal offerings - choice is varied enough to keep diners returning often to this popular Japanese restaurant crammed with tables and curios.

Chosan, 292 Upper Richmond Rd, SW15 6TH (020 8788 9626) East Putney tube. Meal for two with wine and service: around £65.

Grafton House

NEW ENTRY See The hot five.

Grafton House, 13-19 Old Town, SW4 0JT (020 7498 5559) Clapham Common tube. Meal for two with wine and service: around £60.

Lamberts

NEW ENTRY Credible food producers are name-checked on the hearty modern British menu of this enticingly comfortable local. The wide-ranging wine list has several good bottles at fair prices too.

Lamberts, 2 Station Parade, Balham High Rd, SW12 9AZ (020 8675 2233/ www.lambertsrestaurant.com ) Balham tube/rail. Meal for two with drinks and service: around £85.

Nando's

The South African peri-peri chicken chain has a new flagship in an impressively atmospheric conversion beneath the railway arches near Borough Market.

Nando's, 225-227 Clink St, SE1 9BY (020 7357 8662) London Bridge tube/rail. Meal for two with drinks and service: around £45.

Roast

Iqbal Wahhab's celebration of the best in British cuisine is a crowning achievement. There's a large spit oven roasting ribs of beef, suckling pig, and game, come-hither puds, the best sparkling English wines, plus fine beers including Jacobite ale by Traquair House.

Roast, Floral Hall, Stoney St, SE1 1TL (020 7940 1300/ www.roast-restaurant.com ) London Bridge tube/rail. Meal for two with drinks and service: around £110.

The Victoria

NEW ENTRY Huge sunlit gastropub with first-rate cooking to match the premium prices. Traditionally matured Charolais beef reared in Oxfordshire features on Darren Archer's tempting menu, as do plenty of rib-sticking, wintry puds.

Victoria, 10 West Temple Sheen, SW14 7RT (020 8876 4238/ www.thevictoria.net ) Mortlake rail. Meal for two with drinks and service: around £75.

East

Canteen

GREAT OLD-SCHOOL FOOD

Set in the new development next to Old Spitalfields Market, Canteen has clean modernist lines and old-school grub: own-made baked beans, pork scratchings, mutton pie and comfort puds.

Canteen, Unit 2, Crispin Place, off Brushfield St, E1 6DW (0845 686 1122/ www.canteen.co.uk ) Liverpool St tube/rail. Meal for two with drinks and service: around £65.

Chicchi

Modern Italian coffee lounge with internet cafe and foods including sandwiches made with fresh Italian bread, hot pasta dishes and pasta salads. The cakes and desserts are especially good, as is the authentic espresso.

Chicchi, 516 Roman Rd, E3 5ES (020 8141 4190) Bow Rd tube/DLR. Lunch for two with coffee and cake: around £15.

Cay Tre

Delightful Vietnamese restaurant with an interesting menu a cut above many of its local rivals. Ravishing monkfish, and catfish in caramel sauce are among the dishes we've enjoyed. The service is excellent too.

Cay Tre, 301 Old St, EC1V 9LA (020 7729 8662) Old St tube/rail. Meal for two with wine and service: around £45.

The Gun

GASTROPUB OF THE YEAR 2005

Inviting gastropub full of cosy nooks and crannies. Eat in the bar or the more formal dining room, while in better weather head for the sun deck or stunning river terrace. The fish comes direct from nearby Billingsgate Market.

The Gun, 27 Coldharbour, Isle of Dogs, E14 9NS (020 7515 5222/ www.thegundocklands.com ) Canary Wharf tube/DLR or South Quay DLR. Meal for two with wine and service: around £69.

Hubbub

NEW ENTRY Friendly budget cafe and restaurant in the Isle of Dogs' art centre. Dinner menus cater to all palates: think wild boar sausages with red wine gravy and mash, or salad of roast pumpkin, feta, olives and honey-balsamic dressing.

Hubbub, 269 Westferry Road, E14 3RS (020 7515 5577/ www.hubbubcafebar.com ) Mudchute DLR. Dinner for two with wine and service: around £55.

Mandarin Palace

NEW ENTRY Charming chinoiserie-laden venue that might be described as Ilford's best restaurant - and it's MSG-free. Skip the familiar dishes of the regular menu and opt for the intriguing chef's specials. There's plenty for vegetarians, too.

Mandarin Palace, 559-561 Cranbrook Rd, Gants Hill, Ilford, Essex, IG2 6JZ (020 8550 7661) Gants Hill tube. Dinner for two with wine and service: around £55.

Mangal Ocakbasi

Despite ever-growing competition in the area, the original Mangal keeps serving top-quality grilled food and is much appreciated for it. It's worth doing what the locals do and ask for dishes not on display, maybe a stew or lahmacun (Turkish pizza). Cold starters such as houmous and cacik are served in large portions and the bread here is good and plentiful.

Mangal is no longer as cheap as it once was, but that's only relative.

Mangal Ocakbasi, 10 Arcola St, E8 2DJ (020 7275 8981) Dalston Kingsland rail. Unlicensed; no corkage charge. Meal for two with soft drinks and service: around £30.

West

11 Abingdon Road

NEW ENTRY See The hot five.

11 Abingdon Road, 11 Abingdon Rd,W8 6AH (020 7937 0120) High St Kensington tube. Meal for two with wine and service: around £85. Set menu: two courses £12.50.

Black & Blue

NEW ENTRY Foie gras burgers are included on the new menu of this well-done steakhouse chainlet. There are other branches in Belsize Park, Notting Hill and on Wigmore Street, W1, with more openings to follow soon.

Black & Blue, 105 Gloucester Rd, SW7 4SS (020 7244 7666/ www.blackandblue.biz ) Gloucester Rd tube. Meal for two with wine and service: around £75.

Cambio de Tercio

NEW ENTRY Lauded Spanish restaurant that successfully blends the modern (duck liver mousse with Coca-Cola and rum jelly and lemon snow) with the traditional (plate of Iberico ham). The encyclopaedic wine list is premium priced, and there's a choice of 11 sherries by the glass.

Cambio de Tercio, 163 Old Brompton Rd, SW5 0JL (020 7244 8970/ www.cambiodetercioco.uk ) Gloucester Rd or South Kensington tube. Meal for two with wine and service: around £85.

The Inn at Kew Gardens

Sympathetically restored Victorian pub with a great list of real ales, plus menu featuring enticements such as sweet pumpkin risotto and pan-fried sea bass with a colourful pepper salad.

The Inn at Kew Gardens, 292 Sandycombe Rd, Kew, TW9 3NG (020 8940 2220) Kew Gardens rail. Meal for two with wine and service: around £45.

Nectar

WHERE TO DRINK MEAD

Stylish open-plan bar with retro wallpaper and a drinks menu that is not so much vintage as days of yore, thanks to a focus on mead, which comes from Lurgashall in West Sussex. Cool Britannia indeed.

Nectar, 562 King's Rd, SW6 2DZ (020 7326 7450) Fulham Broadway tube.

Sam's Brasserie and Bar

Rick Stein is one of the backers of this snazzily converted former paper factory offering all-day dining and drinking at approachable prices. Plenty of Italian dishes on the modern European menu.

Sam's Brasserie and Bar, 11 Barley Mow Passage, W4 4PH (020 8987 0555) Chiswick Park or Turnham Green tube. Meal for two with wine and service: around £80.

The Tea Palace

BEST FOR ROMANTICS

A tearoom by day, The Tea Palace has recently started opening in the evenings (Wed-Sat) for dinner, with a menu serving dishes such as marinated herrings, roast haunch of venison, roast pork belly or desserts such as jasmine and orange panna cotta served with a giant cantucci. The newness of the evening menu means The Tea Palace is still relatively undiscovered, making it a perfect venue for a quiet romantic dinner.

The Tea Palace, 175 Westbourne Grove, W11 2FB (020 7727 2600/ www.teapalace.co.uk ) Notting Hill Gate tube. Tea for two with scones and service: around £20.

Tosa

JAPANESE CHARCOAL GRILL

The charcoal grill takes centre stage in this Japanese restaurant, which majors on grilled titbits (chicken thighs and liver, yes, but also more unusual items such as quails' eggs, ox tongue and asparagus wrapped in pork belly).

Tosa, 332 King St, W6 0RR (020 8748 0002) Ravenscourt Park or Stamford Brook tube. Meal for two with drinks and service: around £55.

THE HOT FIVE

This week's pick of the 50

1. 11 Abingdon Road Little brother to Sonny's of Barnes, a tastefully smart-casual Mod Euro restaurant with seasonal food. Delish.

2. Breakfast Club Your new morning pitstop for gooey toasties, Special K, OJ and decent espresso.

3. Grafton House

Lounge bar and grill with good value dishes of organic meats and poultry, and properly made rum cocktails.

4. Green Note International veggie restaurant with jazz music nights bringing a healthy groove to Camden's clubland.

5. The Terrace

Danish building, Caribbean flavours, Camden Council: Patrick Williams's unusually smart park cafe for the legal eagles of Lincoln's Inn Fields.

STILL HUNGRY?

Find thousands more reviews on our dedicated food and drink website eatdrink.timeout.com for an annual subscription of £9.99. Have a two-week trial free. Or grab a copy of the new 2006 edition of the 'Time Out Eating & Drinking Guide' from all good bookshops and at www.timeout.com/shop (where it's £3 cheaper).

Document TIMEO00020060125e1bu0003y

Evening Standard

**Free smoothies, today until Friday**

PS DIARY
139 words
19 July 2005
The Evening Standard
English


Free smoothies, today until Friday

If you're looking for a wholesome and nutritious lunch, pop into **CRUSSH**, the juice bars set up with the purpose of providing Londoners with a healthier alternative without losing the taste. Made-to-order smoothies and freshly squeezed juices headline the menu, which also includes sandwiches, salads, soups and wraps made with natural, organic, free-range and tolerance-friendly ingredients where possible.

To celebrate the opening of the Jubilee Place store in Canary Wharf, PS readers can get a free medium smoothie or juice when buying any salad, sandwich, soup or wrap at **CRUSSH**. Take your copy of the Evening Standard to any **CRUSSH** store until Friday 22 July. Offer restricted to one offer per customer per day. For your nearest store, visit www.crussh.com

Document NS00000020050719e17j0006k

THE TIMES

Home news
**Smoked salmon and E coli served at top social events**

Valerie Elliott Consumer Editor
630 words
7 July 2005
The Times
14
English


Eating out at some of the country's leading leisure and sporting venues could be harmful to health, consumer watchdogs say.

An investigation of takeaway outlets at key events in the social calendar found that hygiene controls were so poor that consumers were at risk. Only a quarter of foods sampled at Cheltenham Racecourse on Gold Cup day passed stringent laboratory tests, compared with half at the antiques fair at Newark showground, Nottinghamshire.

Every cold item bought and tested at Cheltenham, Newark, and at an England rugby match at Twickenham failed tests. The food had been kept at the wrong temperature or had faecal contamination.

A smoked salmon sandwich bought from the Cottage Rake Bar at Cheltenham contained Listeria monocytogenes, a bacteria that can cause septicaemia.

A crepe bought from Normandie Crepes at the Ideal Home Exhibition at Earl's Court, London, had high levels of E.coli, which can cause sickness and diarrhoea.

High levels of Staphylococcus aureus were found in a bacon sandwich from Upper Crust at Twickenham and the same bacteria were found in a chicken caesar salad bought from **Crussh** at Earl's Court.

High levels of Bacillus cereus, which can cause diarrhoea and vomiting, were also found on chicken tikka and rice bought from Lazeez Express at Twickenham. This bacterium is common in reheated rice.

A salad nicoise from Pizza Express at Earl's Court contained pseudomonas that cause food to smell, taste and look off. It also contained enterobacteriaceae, which indicate insufficient cooking or contamination from dirty equipment or raw meat, and thermotolerant coliforms, which are a sign of poor personal hygiene among food-handling staff.

A fifth of all foods tested showed levels of bacteria indicating faecal contamination. The report Dangerous Days Out gives a clean bill of health only to a third of the food tested at the four venues.

The survey was part of the Which? campaign for all food hygiene inspections to be made public. Malcolm Coles, Editor of Which?, said: "We think the threat of poor hygiene inspection results being made public will persuade food traders to clean up their act, so we'll keep pushing for this to happen. Many of the problems we found could easily be avoided if staff were better trained."

All Leisure, the catering company at Cheltenham Racecourse, said that it had not received any complaints about food served during the Gold Cup and that it had "an exemplary record" in hygiene and food safety. The company also challenged the factual accuracy of the tests but said that it would thoroughly review all its procedures and staff training.

Twickenham Experience, which provides hospitality at the stadium, said that it had received only one complaint in five years and its health and hygiene record was excellent.

Paul Lillicrap, general catering manager at Newark showground, said that catering for the event had been sub-contracted to numerous caterers.

www.timesonline.co.uk/foodandwine recipes for healthy eating

BEWARE OF THE TAKEAWAY

ANTIQUES FAIR, NEWARK Feb 2005

Of 18 hot samples there were 9 passes and 9 warnings (indicating a level of micro-organisms close to unacceptable). All 3 chilled items failed; 2 room temperature items passed

RUGBY AT TWICKENHAM Dec 2004

16 hot samples: 8 passes, 6 warnings, 2 fails.

All 4 chilled items failed.

Two room temperature items: 1 pass, 1 warning

IDEAL HOME SHOW, EARL'S COURT March 2005

13 hot samples: 6 passes, 4 warnings, 4 fails.

Chilled: 1 pass, 8 fails. Room temperature: 2 passes

GOLD CUP DAY, CHELTENHAM RACECOURSE March 2005

12 hot samples: 6 passes, 2 warnings, 4 fails.

11 chilled items failed.

One warning for room temperature item



Document T000000020050707e17700032

The Daily Telegraph

News:
**Food at sports events fails the hygiene test**

By Richard Alleyne
477 words
7 July 2005
The Daily Telegraph
015
English


ALMOST all chilled food served at many leading sports and leisure events falls below basic hygiene standards, it emerged yesterday. All but one of the meals tested at four big events, including the Cheltenham Gold Cup and the Ideal Home Show, failed industry standards and public health guidelines, an investigation by a team from Which? magazine found. Some of the more serious breaches included listeria in a smoked salmon sandwich, e.coli in a crepe and staphylococcus in a chicken caesar salad. Only a third of the food tested managed a clean bill of health and a fifth had "unacceptably high" levels of bacteria caused by faecal contamination. Which? sent a food safety consultant and a microbiologist to events held between December 2004 and March 2005 at Twickenham stadium in west London, an antiques fair at Newark County Showground, Notts, the Ideal Home Show at Earls Court in London, and Gold Cup Day at Cheltenham Racecourse.

The inspectors bought 93 hot, chilled and room temperature foods from 47 food vans and stalls across the four events. Each sample was tested by an accredited laboratory for a range of bacteria including e.coli, bacillus, listeria, salmonella and mould. Which? said all the chilled food bought at Newark, Cheltenham, and Twickenham failed the tests, either because it was stored at the wrong temperature or contaminated by dirty hands or equipment. All but one of the nine tested at the Ideal Home Show also failed. Only a quarter of foods sampled at Cheltenham Racecourse on Gold Cup Day passed the tests, compared with almost half at the Newark County Showground antiques fair. Some of the cases highlighted by Which? were a smoked salmon sandwich containing listeria monocytogenes bought at the Cottage Rake Bar at Cheltenham. This bacteria can cause septicaemia and even miscarriage in pregnant women, the consumer group said. The inspectors also found e.coli, which can cause diarrhoea and vomiting, on a crepe bought from Normandie Crepes at Earls Court. They discovered staphylococcus aureus, which can cause stomach upsets, in a chicken caesar salad bought from the **Crussh** outlet at the same venue. A BLT sandwich from a stall at Twickenham stadium also contained high levels of this bacteria. Only the chilled food tested at Newark County Showground failed the Which? tests, but its inspectors criticised some stalls for having food debris around their counters. All Leisure, which provided the catering at Twickenham and Cheltenham, said its on-site catering had an "exemplary record in hygiene and food safety" but it had since carried out an investigation. **Crussh** said it was reviewing its procedures and Clifton Environmental Services, for Normandie Crepes, said it had received no complaints about food poisoning. Earls Court said it is working "closely with all the outlets involved to prevent a recurrence".

Document DT00000020050707e1770003p

guardian

Guardian Home Pages
**The Ideal Home Show in west London Photograph: Sarah Lee**

173 words
7 July 2005
The Guardian
16
English


The Ideal Home Show in west London Photograph: Sarah Lee

Ideal Home Show, Earl's Court, March 15 2004

High levels of Staphylococcus aureus, heat tolerant coliforms, pseudomonas, and enterobacteriaceae were found in a chicken caesar salad, plus high E coli levels on a feta wrap from a **Crussh** outlet at Earl's Court 2. E coli can indicate faecal contamination. Other bacteria suggest poor hygiene or inadequate cooking.

High levels of contamination with several bacteria were also found on a green pesto salad from a Dash outlet in Earl's Court 2. A salad nicoise from Pizza Express contained high levels of pseudomonas and enterobacteriaceae.

A crepe from Normandie Crepes at Earl's Court 1 had high levels of E coli and heat tolerant coliforms. **Crussh** and Pizza Express said they would review their procedures. Normandie Crepes said it had received no complaints of food poisoning. Earl's Court organisers said they were working to put new checks in.

Document GRDN000020050706e177000cw

FT FINANCIAL TIMES
World business newspaper

BUSINESS LIFE
**Why smoothie operators must move fast to bear fruit.**

By JONATHAN GUTHRIE
1,045 words
6 July 2005
Financial Times
London Ed1
Page 13
English


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So I have been haunting the juice bar in the shopping centre opposite my office, substituting a smoothie - a fruit and low-fat yoghurt shake - for the sandwiches, curries or alcohol available nearby. Paying more than Pounds 2 for lunchtime refreshment containing neither booze nor dripping goes against the grain. But I fear the fate of the over-eaters in tabloid reports, who are crane-lifted out of windows when they no longer fit through their front doors.

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This may be an idea whose time has come. Subway, which markets its sandwiches as a healthy alternative to burgers, is expanding rapidly in the UK. And Innocent, which sells premium smoothies through supermarkets, has been a great entrepreneurial success story. Set up in 1998, the company is set to generate sales of Pounds 30m this year, thanks to good products and droll marketing.

It is hard to examine beverage chains that exploit lifestyle shifts without remembering the coffee bar land-grab of the 1990s. Then, a plethora of chains scrapped for the best pitches from which to dispense their frankly rather insipid wares. Pioneers, such as the Seattle Coffee Company, made millions when the founders sold out.

Could coffee wars be followed by a juice bar barney? Nick Wood says he is inspired by Boost Juice, a fast-growing smoothie chain he encountered in Australia: "I thought it was fantastic you could get a food item on the go that was healthy and made you feel good." Janine Allis, who founded Boost Juice, is the darling of the Australian business pages, having set up 175 outlets since 2000.

But in Oz, venturing outside in summer can feel like climbing into an oven heated to gas mark six. Your need for a cold drink is then as urgent as the caffeine addict's craving for coffee. The appeal of smoothies, which often include crushed ice, is surely lessened by England's cold and rain. Mr Wood put his plans to imitate Boost Juice on hold for this reason. He only revived them after visiting a West Country surf resort, where he "saw a juice bar that was very busy even in freezing weather".

There is a good chance that that bar was supplied by Projuice, the business of former sales executive Paul Ford. This sells machinery and ingredients to 40 independent outlets that have spread out from a Devon base, even reaching my local shopping centre in picturesque Edgbaston. Mr Ford says: "The potential of juice bars is huge." In a couple of years he expects to service 100 independent juice bars as well as 30 Projuice franchises.

Similarly, Zumo, a Dublin-based juice bar chain, has grown to 18 outlets across the island of Ireland in four years. This is despite a small market and weather even wetter than in -England, where Zumo is also keen to expand through franchising.

A risk warning is in order for anyone planning to join the juice bar gold rush by investing in a shop, a juicer and sacks of fruit and wheatgrass - an ingredient that removes "toxins", whatever those are. We have been here before. In the late 1990s there was a flush of newspaper articles talking up the potential for big juice chains, based on similar hopeful young businesses.

It did not happen. Chris Fung, managing director of **Crussh**, a rare survivor, says: "A lot of people are getting into juice bars now, but it is tougher than it looks." He laughs if you mention the push factor of the obesity scare. "If the British public did what the media told them, there would be a million juice bars,"

says Mr Fung, who comes from health-conscious Australia. The "minute or two" it takes to make a fresh smoothie can be too long for the time paupers of central London. And the UK is simply "not hot enough for long enough".

**Crussh** has taken seven years to open 12 London juice bars, though it hopes to add 18 by 2009. The progress of US juice bars has also been respectable rather than astounding. Over 16 years, Jamba Juice, one of the biggest, has opened about 500 outlets. That compares with Starbucks' 6,700 stores. Dan Titus of Californian consultancy Juice Gallery estimates yearly US juice bar sales at Dollars 2.1bn (Pounds 1.2bn), against Dollars 440bn for the whole restaurant and fast food trade.

I think Andrew Balon, a co-founder of Innocent, has it about right when he predicts there will be no more than "a couple of good businesses" among the UK's nascent juice bar chains. He says Innocent has a relatively strong position because its smoothies are sold through supermarkets, where consumers tend to be creatures of habit. When it comes to grabbing sustenance on the go, such as a smoothie, they are impulse buyers. This exposes juice bars to greater volatility in sales as fashions and weather fluctuate. Juice boosters such as the Wood brothers will need to build their chains fast to outpace copycats, through sharp marketing and disciplined management. Then they should be able to sell out for millions.

I reckon they need to refine their products, though. How about the beer smoothie, made with detoxifying organic hops? Throw in an onion bhaji wrap and you would have a healthy meal option even I could commit to.

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Document FTFT000020050706e1760001u

FT .com
FINANCIAL TIMES

**FT.com site : Jonathan Guthrie: Smoothie operators could lose it.**

Jonathan Guthrie
1,054 words
5 July 2005
Financial Times (FT.Com)
English


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Document FTCOM00020050706e17500011

**Careers: Just the Job - Head of marketing, Crussh**

135 words
11 May 2005
Marketing
83
English
(c) Marketing, a Haymarket publication , for more information visit or email info@brandrepublic.com

**Crussh** is a pioneer in the alternative health foods market. Jo Maer, who describes herself as chief juice and smoothy concocter, is involved in product development, from concept to delivery.

Her role involves conducting market research from one of 12 outlets, taste-testing new products and checking nutritional content. Once the product is developed, it is Maer's remit to come up with a catchy name and market it.

At the start of this year, she came up with Green Goddess - a detox beverage made from natural produce - targeting the New Year's resolution brigade.

A vital part of the role is to keep up with the latest diets and fads.

Document MKTG000020050511e15b00032

Features
**6 Wolverhampton and Dudley 1,675 Pubs 7 McDonald's 1,235 QSR McDonald's Company...**

Forbes Mutch
1,566 words
1 February 2005
Chain Leader
1
English


6 Wolverhampton

and Dudley 1,675 Pubs

7 McDonald's

1,235 QSR

McDonald's Company owned

8 Greggs 1,229 Sandwich bars

Greggs, Bakers Oven

9 Whitbread

Restaurants

1,224 Restaurants

Pizza Hut, Beefeater, Brewers

10 Yum!

1,167 QSR

KFC, Pizza Hut

11 Compass 957 Sandwich bars,

Restaurants

Upper Crust, Harry Ramsden, Lemon Tree

12 Wellington

Pub Company

835 Pubs

13 Avebury Taverns

772 Pubs

14 Burger King

740 QSR

Burger King

15 London &

Edinburgh Inns

730 Pubs

16 County Estate

Management

650 Pubs

17 JD Wetherspoon

646 Pubs

18 TDR/Capricorn

595 Restaurants

Nandos, Pizza Express, Café Pasta, Jo Schmo's

19 Trust Inns

505 Pubs

20 Burtonwood

460 Pubs

21 Pyramid Pub Co

433 Pubs

22 Starbucks

417 Coffee bars

Starbucks

23 Daniel Thwaites

407 Pubs

24 Subway

400 Sandwich bars

Subway

25 Frederic Robinson

398 Pubs

26 Globe Pub

Company

364 Pubs

27 Shepherd Neame

371 Pubs

28 Domino's

330 QSR

Domino's

29 Luminar

314 Pubs

30 Permira

297 Restaurants

Little Chef

31 Charles Wells

277 Pubs

32 Wimpy

274 Restaurants

Wimpy

33 Restaurant Group

256 Restaurants

Frankie & Benny's, Caffe

Uno, Garfunkels,

Chiquito, Est Est Est

34 Hardys & Hansons

251 Pubs

35 Wadworth & Co

249 Pubs

36 Hall & Woodhouse

247 Pubs

37 Fuller Smith & Turner

242 Pubs

38 Admiral Taverns

241 Pubs

39 Heritage Pub Co

240 Pubs

40 SA Brain

221 Pubs

41Young & Co

208 Pubs

42 GI Group

206 Pubs, Bars

Yates', Ha! Ha!

43 Samuel Smith

205 Pubs

44 Caffè Nero

185 QSR

Caffè Nero

45 Papa John's

181 QSR

Papa Johns,

Perfect Pizza

46 Marks and

Spencer

180 Coffee bars

Cafè Revive

47 Eldridge Pope

179 Pubs

48 Laurel Pub

Company

Neighbourhood

Pubs

170 Pubs

Hogshead, Champion

49 JW Lees

170 Pubs

50 Belhaven Pubs

164 Pubs

51 St Austell Brewery

161 Pubs

52 SFI Group

158 Pubs

Slug and Lettuce,

LittenTree, Bar Med

53Tragus

157 Restaurants

Cafè Rouge, Bella

Pasta, Mamma Amalfi

54 Baskin Robbins

150 QSR

Baskin Robbins

55 Caledonian

Heritable

150 Pubs

56 Nestle

147 Restaurants

Cafè Nescafe

57 Barracuda Group

139 Pubs

58 Everards

136 Pubs

59 McMullen & Son

133 Pubs

60 Jennings

130 Pubs

61 Joseph Holt

127 Pubs

62 Noble House

Leisure

125 Pubs, Restaurants

Jim Thompsons, Yellow River<27A4>

63 Pret a Manger

125 Sandwich bars

Pret a Manger

64 O'Brien's

123 Sandwich bars

O'Brien's

65 George Gale & Co

111 Pubs

66 Arkell's Brewery

104 Pubs

67 Brakspear

103 Pubs

68 Heavitree Brewery

101 Pubs

69 Segafredo Zanetti

100 QSR

Puccino's

70 Pubs 'n' Bars

98 Pubs

71 CI Traders

97 Pubs

Blubeckers, Edwinns

72 Honeycombe Leisure

92 Pubs

73 Adnams

86 Pubs

74 BB's

84 QSR

BB's

75 Felinfoel Brewery

84 Pubs

76 Regent Inns

83 Pubs

Walkabout, Jongleurs

77 Out of Town

Restaurants Group

81 QSR, Restaurants

Bradwell's, Fresh, Bitz

and Pizza

78 TD Ridley

76 Pubs

79 Hydes' Brewery

75 Pubs

80 Celtic Inns

72 Pubs

81 Millies Cookies

71 QSR

82 Elizabeth

Holdings

70 Pubs Lease

83 George

Bateman

66 Pubs

84 Mitchells of

Lancaster

66 Pubs

85 Valleyhill

66 Pubs

86 Benjy's

65 QSR

Benjy's

87 Mill House Inns

62 Pubs

88 General Mills

61 QSR

Haagen-Dazs

89 Heron & Brearley

58 Pubs

90 Town Centre Restaurants

57 Restaurants

Cafè Giardino, Auberge

91 Pub People

Company

55 Pubs

92 JC & RH Palmer

54 Pubs

93 Unilever

53 QSR

Ben & Jerry's

94 Daisychain Inns

52 Pubs

95 JT Davies

52 Pubs

96 Haagen Dazs

51 Restaurants

Haagen Dazs

97 Coffee Republic

50 Coffee bars

Coffee Republic

98 DPP Restaurants

49 Restaurants

Deep Pan Pizza

99 Gray & Sons

49 Pubs

100 New Century

Inns

49 Pubs

101 Davy and

Company

48 Pubs

102 Ponti's

48 Restaurants

Ponti's, Caffe Italia

103 Chapman

Group

47 Pubs

104 Restaurant

People Group

47 Restaurants

La Tasca

105 Corporate

Catering Company

45 Pubs

106 Harvey & Son

45 Pubs

107 Randalls Vautier

45 Pubs

108 Inventive

Leisure

44 Bars

109 Tadcaster Pub

Company

43 Pubs

110 Elgoods

42 Pubs

111 Hook Norton

42 Pubs

112 Prezzo

40 Restaurants

Prezzo

113 Dorbiere

38 Pubs

114 Eat

38 QSR

EAT

115 Sovereign Inns

37 Pubs

116 Great British

Pub Co

36 Pubs

117 Massive

36 Pubs

118 Thorley Taverns

36 Pubs

119 Carluccios

34 Restaurants

Carluccio's

120 Rosemount

Taverns

34 Pubs

121 Wessex Taverns

34 Pubs

122 CCT Group

33 Pubs

123 Kingdom

Taverns

33

Pubs

124 Camerons

32 Pubs

125 Delifrance

32 QSR

Delifrance

126 Dukedom

32 Pubs

127 Springwood

Leisure

32 Bars, Pubs

128 Spudulike

32 QSR

Spudulike

129 Ultimate

Leisure

32 Pubs

130 Wharfedale

Taverns

32 Pubs

131 Loch Fyne

31 Restaurants

Loch Fyne

132 Signature

Restaurants

31 Restaurants

Strada

133 Barter Inns

30 Pubs

134 Mercury Inns

30 Pubs

135 Sir John

Fitzgerald

30 Pubs

136 Taverna Inns

30 Pubs

137 The Bar Group

30 Pubs

138 Glendola

Leisure

29 Restaurants, Bars

Waxy O'Connor's <27A4>

139 Laing Holdings

28 Pubs

140 Peninsula Inns

28 Pubs

141 Thornton's

28 QSR

142 Urbium

28 Clubs, Pubs

Tiger Tiger

143 Welcome Break

27 QSR, Restaurants

Coffee Primo,

Red Hen

144 Barvest

26 Pubs

145 Capital Pub

Company

26 Pubs

146 Zelgrain

26 Pubs

147 Bagel Factory

25 QSR

Bagel Factory

148 Wagamama

25 Restaurants

Wagamama

149 Passionate Pub

Company

24 Pubs

150 Tynemill

24 Pubs

151 Urban Dining

24 Restaurants

Tootsie's

152 C-Side Holdings

23

Pubs

153 Georgica

23 Pubs

154 Pizza Piazza

22 QSR

Pizza Piazza,

Pizza Organic

155 Bulldog Pubs

21 Pubs

156 Holden's

Brewery

21 Pubs

157 Paramount

21 Restaurants

Chez Gerard, Bertolrelli's

158 Balls Brothers

20 Pubs, Wine bars

159 Conran Restaurants

Group

20 Restaurants

160 Festival Inns

20 Pubs

161 Hartford

20 Restaurants, Bars

Jamies bars

162 Interpub

19 Restaurants

163 Maclay Group

19 Pubs

164 Sarumdale

19 Pubs

165 Yo! Sushi

19 Restaurants

Yo! Sushi

166 Inns & Leisure

18 Pubs

167 Oak Taverns

18 Pubs

168 RW

Randall

18 Pubs

169 Angus Steakhouse

17 Restaurants

Angus Steakhouse

170 Churchill Taverns

17 Pubs

171 Timothy Taylor

17 Pubs

172 Guest Trust

16 Pubs

173 McManus Pub

16 Pubs

174 Merlin Inns

16 Pubs

175 Cascade

15 Pubs

176 Donnington

Brewery

15 Pubs

177 Fat Cat Cafè Bars

15 Pubs

178 Geronimo Inns

15 Pubs

179 Marbury

Restaurants and

Taverns

15 Pubs

180 Market Taverns

15 Pubs

181 Style in the City

15 Pubs

182 Esquires

14 QSR

Esquires

183 Living Ventures

14 Pubs

184 Ma Potter's

14

Restaurants

Ma Potters Restaurant

185 Puzzle Pub Co

14 Pubs

186 Botanic Inns

12 Pubs

187 Harlequin Leisure

12 Restaurants

Ashoka

188 Ikea

12 In-store

Restaurants

Ikea

189 Tchibo

12 QSR

Tchibo

190 Cafè Med

11 Restaurants

Cafè Med

191 Corney & Barrow

11 Bars

Corney & Barrow

192 Hopback Brewery

11 Pubs

193 Aagrah

10 Restaurants

Aagrah

194 Clapham House

10 Restaurants

Bombay Bicycle Club,

Real Greek Restaurants,

Gourmet Burger

195 Front Page Pubs

10 Pubs

196 Gourmet Holdings

10 Restaurants

Richoux, Bel and the

Dragon

197

Heathcotes

10 Restaurants

Simply Heathcotes

198 Highgate Brewery

10 Pubs

199 Pleisure

10 Pubs

200 Mithras Group

10 Pub, QSR

Chapters Deli, Mithras

Bar

201 **Crussh**

9 Juice Bars

**Crussh**

202 Henry J Bean's

9 Pubs

Henry J Bean's

203 Public Inns

Partnership

9 Pubs

204 Bagelmania

8 QSR

Bagelmania

206 Giraffe

8 QSR

Giraffe

206 Howies

8 Restaurants

207 Rank Leisure

8 Restaurants

Hard Rock Café

208 Aberdeen

Steakhouse

7 Restaurants

Aberdeen Steakhouse

209 Aroma Oriental

Buffet Restaurants

7 Restaurants

Aroma Oriental

Buffet

Restaurants

210 Cairn Leisure

7 Pubs

211 Chartcity

7 Pubs

Front Room

212 Englishe Inns

7 Pubs

213 Gaucho Grill

7 Restaurants

Gaucho Grill

214 Oi! Bagel

7 QSR

Oi! Bagel

215 Santa Fe

7 Restaurants

Santa Fe

216 Gordon Ramsay

Holdings

7 Restaurants

217 Metropolitan

Restaurants

7 Restaurants

Getti

218 Sbarro

7 QSR

Sbarro

219 Sofra

7 Restaurants

Sofra

220 Spaghetti House

7 Restaurants

Spaghetti House

221 Teesdale

Traditional

Taverns

7 Pubs

222 Whole Foods

Market

7 Restaurants

Fresh & Wild

223 Liverpool Brewing

6 Pubs

224 Loco

6 Restaurants

225 Marco Pierre

White Restaurants

6 Restaurants

Marco Pierre White

226 Mezzanine

6 Restaurants

Smollenskys

227 Outback

Steakhouse

6 Restaurants

228 Quaffins

6 Pubs

239 Royal China

6 QSR

230 Shere Khan

6 Restaurants

Shere Khan

231 Shire Taverns

6 Pubs

232 Spearmint Rhino

6 Pubs

233 Tiffinbites

6 QSR

Tiffinbites

234 Valemint

6 Pubs

235 A-Z Restaurants

5 Restaurants

236 Brodie's

5 Pubs

Brodie's

237 Deckers

5 Pubs

238 Eerie Pub

Company

5 Pubs

239 Fishworks

5 Restaurants

Fishworks

240 Gruppo

Restaurants

5 Restaurants

241 Japanese

Canteen

5 Restaurants

Japanese Canteen

242 Krispy Kreme

5 QSR

Krispy Kreme

243 Match Bars

5 Restaurants

244 Miso Noodle Bar

5 QSR

Miso Noodle Bar

245 Moshi Moshi

5 Restaurants

Moshi Moshi

246 Premier Taverns

5 Pubs

247 The Head of Steam

5 Pubs

248 Tripletotal

5 Pubs

249 Weaver Leisure

5 Pubs

250 Tripletotal

5 Pubs

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THE TIMES

Features
**Tasty takeaways on a high street near you;Food**

Sejal Sukhadwala and Anna Shepard
567 words
6 November 2004
The Times
Body & Soul 13
English


In our health-conscious age, fast food has become a dirty phrase. It's synonymous with all that is tasteless, poor quality and fattening: bland burgers, dubious kebabs, greasy chips and watery chicken nuggets.

Super Size Me, this year's most talked-about film, documented the harmful effects of super-sized meals, while debates about child obesity have raged throughout the year. No wonder that well-established chains have seen their profits plummet.

However, fast food need not be all bad. This year there has been a surprising upturn in places that offer fresh, unfussy food, cooked with good-quality ingredients, served in a jiffy. Order wisely -choose lean meats, salads, fresh vegetables, low-calorie dressings, and fruit -and "fast" can equate with "healthy". Even chains like McDonald's and KFC have cottoned on, introducing organic milk, salads and rice on their revamped menus.

Here we we take a look at six places whose ethos and diverse menus reflect this trend. All of them prove that, despite the bad press, fast food is here to stay. It has simply grown up -and has become wiser, leaner and tastier.

BABES'N'BURGERS

Launched in September, this organic burger joint, endorsed by the Soil Association, aims to "serve fresh food as fast as we can". Chargrilled burgers start at Pounds 2.75, with salt-and-pepper squid and sprout salads, all for under Pounds 10. The babes in question are young 'uns, as the restaurant has a nursery room.

275 Portobello Road, London W11, 020-7727 4163

YO! SUSHI

Small bundles of raw fish wrapped up in rice and washed down with green tea are a uniquely healthy lunch, from the trademark rotating conveyer belt. And, unlike other Japanese restaurants, prices have been kept low. www.yosushi.com; branches nationwide

SHISH

Pulling together Silk Route influences from Turkey to Turkmenistan, the two London branches of Shish, in Old Street (EC1) and Willesden Green (NW10), transform kebab culture into something sophisticated, healthy and tasty. A wide range of veggie-friendly mezze starters, at reasonable prices, is served in the large open-plan restaurants www.shish.com

**CRUSSH**

This juice chain opened its first branch in 1998 and its signature smoothies such as The Brainstorm -banana, apple, cranberry and a supplement made from ginko biloba and bilberry leaf powder -are a great way to top up daily doses of fruit and veg. Also on offer are gluten/wheat-free sandwiches.

www.crussh.com; branches throughout London

EAT

This sandwich-bar chain boasts 38 stores, from Birmingham to Bow, selling 35 different kinds of sandwiches and salads. The spicy crayfish noodle salad is a favourite, as are soups, such as Moroccan root vegetable with charmoulla. The constantly changing menu hinges on seasonal factors, fresh produce and customer feedback.

www.eatcafe.co.uk; branches nationwide

PROGRESO

This chain of fair-trade cafes opened its first outlet this week in Covent Garden, soon to be joined by another on Portobello Road, and 25 more by 2006. Where possible, all the ingredients used in the yoghurts, chocolates, biscuits, crisps and drinks are fair-trade. Progreso is owned jointly by Oxfam and coffee growers from the developing world. Other supporters include the actor Colin Firth.

www.progreso.org.uk; Thomas Neal Centre, Earlham Street, London WC2



Document T000000020041109e0b6000cb

EVENT

**Rival London sites revamp catering offer**

107 words
13 October 2004
Marketing Event
4
English


Rival London venues Earls Court and Olympia and Excel have upgraded their catering concepts.

High street chain **Crussh** Juice Bars has opened three outlets in Earls Court and Olympia specialising in juices, smoothies, soups, salads, sandwiches and wraps. The stores replace the now defunct Soup Opera company outlets.

Excel has teamed up with Whistlestop and SSP Specialist Brands to open a convenience store on the ground floor. The new facility replaces stand catering and allows exhibitors and organisers to pre-order and have items delivered.

Document MAREVE0020041013e0ad00006

Features
**Health: Can your diet lunch really help you slim?**

Words: Lynne Michelle
957 words
26 September 2004
The Sunday Mirror
46, 47
English


These lunchtime products may seem slimmer-friendly - but are they? Our expert, nutritionist Ingrid Haitink*, gives her verdict...

**Crussh** Fat Burner Smoothie, £3.90

Per smoothie (450g): 351 cals, 8.1g protein, 70.2g carbs, 4.9g fat

"A good product - you"ll get at least two portions of fruit, and because it"s freshly made, you also get maximum antioxidant benefits. Using the whole fruit provides fibre too. However, its "fat burner" complex is a bit of a gimmick - for instance, it contains garcina which can block conversion of glucose to fat, but you"d need at least 500mg twice a day for any effect. It"s also low in protein, so I wouldn"t have it as lunch every day. A handful of nuts will make it a more balanced meal." 7/10

Fresh! Gourmet Organics Bugsy with Organic Carrot, Houmous, Watercress & Alfalfa Sprouts, £1.90

Per sandwich (195g): 296 cals, 11.3g protein, 47.3g carbs, 7.1g fat

"This is packed with all sorts of different nutrients. What I like most is that it"s live, vibrant food full of enzymes - the things that act as catalysts for all the reactions in the body. They will help the digestion and speed the metabolism, so it"s great for slimmers. Organic food tends to be higher in nutrients because it"s grown in soil that"s not been depleted by intensive farming. The houmous dressing will slow the energy release and keep blood sugar stable. Protein is on the low side, so team with a low-fat yoghurt." 9/10

X-Carb Salmon Fillet in Lemon Dill Sauce with Julienne Carrots & Fine Green Beans, £3.49

Per pack (400g): 344 cals, 25.6g protein, 7.6g carbs, 23.6g fat

"A generous serving and relatively unprocessed by ready meal standards. It"s high in protein, so it will help avoid blood sugar slumps and afternoon nibbling. However, it"s still a microwave meal, and cooking it will destroy a lot of antioxidants in the green beans and carrots, as well as essential fats in the salmon. I"d prefer to see it eaten with a salad to improve the carb-to-protein ratio and nutrient content. This is OK, but for low- carb, the Atkins salad is healthier." 6/10

New Covent Garden Food Co Seasonal Soup - Mediterranean Vegetables and Puy Lentils, £1.95

Per carton (600g): 234 cals, 12.6g protein, 40.8g carbs, 2.4g fat

"A great immune booster because there"s a good variety of veg containing lots of different antioxidants and nutrients. The onion and garlic have antibacterial, antiviral and decongestant activity - perfect for autumn and winter. It"s good to eat food in season because it"s more likely to be locally grown and fresher. This soup"s fibre content is excellent and it also provides 1-2 vegetable servings. It"s slightly low in calories, so you could team it with a wholegrain roll or have a healthy snack mid- afternoon to keep your metabolism up." 8/10

Pret a Manger Sushi Deluxe Toku-Jyo Set, £4.95

Per pack (235g): 418kcal, 16.3g protein, 73.5g carbs, 6.6g fat

"Not quite as healthy as it looks. It has the second-highest calories per 100g. It"s also 65% white rice, which has a high glycaemic index (GI) and affects blood sugar levels and hunger. However, the oily fish helps to counter this, so it needn"t derail your diet. The essential fats in the fish are good for the metabolism as well as the brain and immune system, but it"s lacking in antioxidants and it won"t count towards your five-a-day target. I"d suggest eating a side salad or a piece of fruit too." 6/10

Superdrug Slender Plan Chocolate and Hazelnut Meal Bar, £3.39 for three

Per bar (65g): 250 cals, 15.7g protein, 26.7g carbs, 7.1g fat

"This is horrendous. It"s a dreadful habit to substitute a real lunch with a chocolate bar, even one designed as a meal replacement. This contains hardly anything that"s any good for you. The carbs are almost entirely calorie-dense sugars, meaning you get little food for your 250 calories. They"ll also upset your blood sugar and leave you hungry and grumpy. It contains vitamins, but they"re artificial and likely to be poorly absorbed."

2/10

Atkins Gourmet Salad: Prawns & Poached Salmon, £3.49

Per pack (252g): 297 cals, 25g protein, 5g carbs, 20g fat

"I"m not a fan of high-protein diets, but this is a pretty good lunch. It"ll fill you up, and because it"s low in carbs, you won"t have any swings in blood sugar and mid-afternoon cravings. The egg is a perfect protein, and the salmon provides essential fats. It"s relatively unprocessed and contains a good veg portion, although salad leaves aren"t as rich in fibre and nutrients as other veg. I"d suggest having crudites or, if you"re not on Atkins, wholemeal crispbreads." 8/10

Boots Shapers Roast Chicken Salad Sub Roll, £2.40

Per sandwich (190g) 302 cals, 20g protein, 47g carbs, 3.6g fat,

"This isn"t a great choice. It"s very high in processed white carbs, like the refined flour, which are high GI and will upset blood sugar levels. There is protein from the chicken to balance this to some extent, but you will probably feel a bit hungry by the middle of the afternoon and tempted to snack. It"s also rather high in additives and low in nutrients." 4/10

Document SMIRR00020040926e09q0000s

Features
**3am: Surveillance**

JESSICA CALLAN, EVA SIMPSON AND CAROLINE HEDLEY
52 words
10 September 2004
Mirror
21
English


SAMANTHA Morton, left, dining in Gordon Ramsay"s restaurant at Claridges... Natalie Imbruglia in the **Crussh** juice bar, Mayfair... Sarah Lancashire in Tesco, Twickenham... James Nesbitt, dressed all in denim, ordering cigarettes at the River Room bar of the Lowry Hotel, Manchester...

Document DMIRR00020040910e09a00060

Features
**3am: Surveillance**

WITH JESSICA CALLAN, EVA SIMPSON AND CAROLINE HEDLEY
38 words
25 August 2004
Mirror
17
English


NATALIE Imbruglia in **Crussh** juice bar, Mayfair... Hannah Spearitt at Selfridges, London... Michelle Ryan, left, getting out of her boyfriend"s new BMW in Chiswick High Street...

Document DMIRR00020040825e08p0004n

Evening Standard

**PS DIARY.**

28 JULY
172 words
27 July 2004
The Evening Standard
English


JUICE bar **Crussh** has just launched a new energising summer smoothie. The Brazilian contains the acai berry (said to control cholestrol, boost the immune system, protect the heart and prevent prostate enlargement), pawpaw, banana, yoghurt and apple juice with a guarana booster. **Crussh** would like to offer PS readers a free small Brazilian smoothie tomorrow when you buy a sandwich or wrap just take this page with you to claim the free drink. To find your nearest store visit www.crussh.com.

6 SEPTEMBER

CREATING Accessible Events is a oneday seminar highlighting new legal requirements coming into force this October. The conference will look at ways of ensuring events are as accessible as possible, no matter what a delegate's disability might be. Aimed at both event organisers and event venues, speakers include representatives from Tourism for All and Disability Rights Commission. Venue: Royal College of Physicians, Regents Park, London. Fee: £225 (plus VAT). To book or to find out more visit www.meetpie.com/ registration/disability. asp.

Document NS00000020040727e07r0000v

Feature
**TV dinners.**

James Garner
2,088 words
3 June 2004
Caterer & Hotelkeeper
28
English


The standard of food served at the BBC has received its share of negative press over the years - but has it all changed now that the Beeb's staff have a swanky new restaurant?

No one can say it's been a quiet time at the BBC. There's been the very public row with the Government over the Gilligan affair; the resignation of its much-loved director-general, Greg Dyke; the appointment of a new DG, Mark Thompson; the Government's ongoing review of its charter; and, last but not least, a massive investment in its property portfolio, including a new staff restaurant.

The Beeb's new staff eatery is called Network Central and is situated in the White City complex in west London, which houses most of the administration staff of the organisation. It opened just six months ago, and its managers insist it's doing well. The redevelopment of the restaurant alone cost £5.2m - the biggest chunk of a massive £250m project to renovate the BBC's headquarters - and its operator, Compass, was central to the project, investing some cash, too.

Fitting, I suppose, that the world's biggest caterer provides the food for one of the world's biggest broadcasters. However, Compass isn't directly employed by the BBC; instead, it is subcontracted to run the catering by facilities management firm Land Securities Trillium (LST).

In the recent past the whole of the BBC's estate, including its buildings outside London, has been taken over by LST, and Compass has the contract to provide the catering. So far, only the contracts in London and Scotland have been mobilised, but they alone total 17 sites with 38 catering outlets and a turnover of £14m. The new Media Village at White City, which will be home to 6,000 BBC workers by September, has a projected turnover of £4m a year.

The restaurant is large: it now caters for 750 covers compared with 400 before. It was designed by architects Tilney Shane, who extended the previous restaurant into the courtyard area that runs through the middle of the White City building.

The staff were consulted extensively on the redevelopment, and their feedback was considered when the plans were drawn up. What they have now is massive choice and, according to Kate Lewis, catering manager for Compass at the BBC, it is going down well.

The concepts at the new restaurant involve the usual Compass brands, but they have been given a twist and combined with some new ideas.

"We easily have twice as many staff using the restaurant compared with before, but there are probably twice as many staff on site now. But the feedback has been good. They genuinely like the food, the service and the delivery," claims Lewis. "It has stepped away from being a canteen and it now has more of a restaurant/brasserie feel. Really, it is four different restaurants under one roof."

As well as the more traditional counters, such as a pizza area, carvery and theatre-style cooking, the restaurant includes new ideas such as Wild Greens, an upmarket salad bar, and Sandwich Central, a gourmet sandwich bar.

Both concepts are housed in circular hubs. The Wild Greens idea has been developed from Compass subsidiary Restaurant Associates' business in the USA and provides customers with a choice of salad ingredients with whatever dressings they like, plus maybe grilled chicken, which the service staff cook in front of the customer.

Your salad of choice is made up by the staff as you wait and is presented in a white bowl. It looks great, and the customers love the theatre and the freshness of the greens, radicchio, rocket and other salad varieties, says Lewis.

BBC chef Mark Gels, who was involved with the setting up of the restaurant, explains: "It is a premium-style salad, but no one grumbles about the price [£4.40]."

Presentation was also important. "You eat with your eyes, so we decided to present salad ideas in great presentation plates to entice the customer. That's why we used restaurant-style bowls for the salads rather than traditional 10in white plates."

If the customers want a more traditional salad bar, there are cheaper options in a self-serve salad area, and customers can also grab ready-made sandwiches. However, if they are looking for something more substantial, they can tuck in to the fresh filled ciabattas at Sandwich Central, which uses a wide range of breads and fillings. At this hub, too, there is a US influence, as customers can order big, overfilled sandwiches, US-style, packed with loads of shaved meat fillings - or more traditional offerings.

For ready-made fare, organic sandwiches and Fairtrade coffees and teas predominate. "The BBC customers wanted them. There is a strong ethical conscience within the staff," says Lewis.

Around the rest of the restaurant there is plenty of choice: there is a pizzeria baking fresh, thin-crust Italian-style pizzas, and an Italian service counter with fresh pasta dishes. Then there is a traditional carvery serving daily roasts, which was a must, says Lewis.

"There is always a traditional contingent, and the carvery is one of the favourites. When we have roast beef it just flies out of the door," claims Lewis.

One area that has proved a real hit with the customers is the theatre-style cookery of the World Food section, where chefs finish off Thai, Chinese and Indian dishes in front of the customers.

Tony Stephens, executive head chef at the BBC, says: "There's a lot of theatre, and that's great for the chefs and the customers. As a chef you have to talk to the customer, and it teaches you to be a natural salesman. You can't hide behind a wall any more, and the food is fresher, too."

"Our customer feedback shows the staff are keen on stir-fries and curries," agrees Lewis. There also a vegetarian option, and a plated food section, including pies, beans and chips. "You always have to have pies," she explains.

Then there is a grill bar and an area where omelettes are made to order. The grill bar cooks steaks, chops, and chicken served with grilled vegetables, such as courgettes, big beef tomatoes, mushrooms and bell peppers.

Lewis claims she hasn't got it all her own way at the site, despite it being a fair old plod to the alternative temptations of Shepherd's Bush. The redevelopment of the Media Village includes retail outlets from Starbucks, Tesco, the Post Office, **Crussh** and an Italian deli. A wine bar is soon to follow. "There is plenty of choice in the village. It is no way a done deal that the customers will choose us, but we are doing well so far," she says.

Other opportunities also exist to push the customer spend outside normal hours. The open space outside - termed the Network by the BBC - has also allowed more impromptu catering opportunities, says Lewis.

Bands are going to be playing in the open spaces and there will be a big screen put up for Euro 2004. Compass will be trialling a barbecue area to complement the alfresco entertainment. n

"It has stepped away from being a canteen and it now has more of a restaurant/brasserie feel. Really, it is four different restaurants under one roof"

Kate Lewis

Kate Lewis (above), Compass's catering manager at the BBC, oversees the new 750-seat restaurant at the White City office building (right)

It's your BBC

The massive £250m project to redevelop the BBC headquarters and property portfolio at White City has seen two new buildings built: the Broadcast Centre, home to the technical production staff, and the Media Centre, where the top brass are located.

The White City office building remains a testament to the past, although it, too, is having a makeover. It also houses the new staff restaurant, which was a central part of the BBC's plan to redevelop the site.

The Beeb's partner in all this is Land Securities Trillium (LST), the facilities management company. It now owns the land and has provided financial backing for the project. The BBC pays rent for the space and an annual charge for delivery of services and facilities.

The buildings have been designed to promote a "media village" atmosphere and a new, open BBC, but the principle behind the design is more serious than just being "media" and slightly wacky. "We are trying to create a community and a village here. It has a social heart as well as providing essential service facilities," says Les O'Gorman, general manager at LST.

He adds that the idea is rooted in commercial reality. The restaurant area, which has to be big to cater for the 6,500 people that will be on site from September, must be used for more than just mealtimes to ensure it pays its way.

So the space has been opened up to give it a business lounge feel. Laptop ports have been put in, so people can check their e-mail or do some work during coffee breaks, and the more relaxed and open areas can be used for impromptu meetings and creative sessions.

This is the same in the new Broadcast Centre, which has a café where lunch can be taken and restricted hot options are available. Both the new buildings and the spaces around them have been designed to be eco-friendly and can be personalised by the staff. Each level has four social hubs, which the divisions can theme themselves, and include such items as plasma TVs, table football and ping pong equipment.

A major beneficiary of all this has been the BBC's image as a leading corporate employer. It's a tough business attracting and keeping the best talent in the country, and trading on its image alone is no longer enough: the facilities and workplace environment has to offer more as well.

So far it is going well, says O'Gorman, and the catering is receiving good feedback, too, which he says is quite impressive considering the pain the BBC's employees went through while the restaurant was being rebuilt - among all the dust and noise of being in the middle of a building site, the staff had to put up with their restaurant being temporarily located in a giant marquee.

"You eat with your eyes... that's why we used restaurant-style bowls for the salads rather than traditional 10in white plates"

Mark Gels

Top: Les O'Gorman, general manager with Land Securities Trillium, which owns the land and provides facilities

Above: The Wild Greens salad bar hub came from a concept developed by Restaurant Associates in the USA

Left: BBC chef Mark Gels

Tony Stephens, executive head chef at the BBC, is a big fan of theatre-style cooking, for the freshness of the food and the selling skills gained by his chefs

What's on offer

Network Central - the Media Village Restaurant

Opening hours

8am to 11am

Noon to 2.15pm

Coffee Bar

Fresh bean-to-cup coffee, sandwiches and pastries

8.30am to 4.30pm

Also available in the Media Village

Grab and Go

8am to 7.30pm, seven days a week

Broadcast Café (in the Broadcast Centre)

7.30am to 10.30pm, moving to 24-hour service this summer

Sample menus from Network Central

Italian (£2.95)

n Fresh pizzas

n Linguine carbonara and garlic bread

n Penne with roasted vegetable and goats' cheese sauce with garlic bread

World Food (£3.60)

n Thai green chicken curry with fragrant jasmine rice

n Peppered Chinese beef with egg fried rice

Traditional (£2.95)

n Traditional cottage pie

n Steak and ale casserole with dumplings

n Roast leg of lamb served with a mint and apricot jus

Simply Potato - freshly baked jacket potato with filling (£2.55)

n Beef chilli with sour cream

n Spiced lentil and vegetable tagine

Firehouse Grill

n Chargrilled salmon fillet with lime and caper sauce, £3.85

n Peppered steak with sauce béarnaise, £3.75

Wild Greens - salad prepared by the chef (£4.40)

n Griddled portobello mushroom, goats' cheese and basil stack upon freshly tossed salad

n Barbecued chicken breast upon freshly tossed salad

Sandwich Central - fresh sandwiches made to order with a variety of breads and fillings

n Roasted vegetable and mushroom ciabatta, £3.25

n Bacon, Brie, lettuce and tomato ciabatta, £2.60

n Simply vegetarian wrap, £1.85

Document CATHOT0020040602e0630000a

**Retail Property - Jubilee Place continues letting campaign.**

248 words
9 August 2002
Retail Week
25
English


The new Jubilee Place shopping mall at Canary Wharf in London's Docklands is more than 50 per cent let a year ahead of completion.

In recent weeks, another 15 retailers have signed up for space in the 8,315 sq m mall. The lettings follow Marks & Spencer's decision to take a foodstore in the mall, which lies to the south of the existing Canary Wharf estate close to Canary Wharf underground station.

Boots The Chemists is to take a 505 sq m unit on ground and mezzanine levels.

In addition to the standard offer, the store will be providing a range of health and beauty services.

French Connection will be relocating within Canary Wharf into a 585 sq m unit, while fashion retailer Choice is to take 240 sq m.

The new mall will also feature a strong catering offer to serve Canary Wharf's substantial working population, which is now heading towards 30,000 people.

Bagel Factory, Birleys, Cafe Brera, **Crussh**, Itsu, Jashan, Pizza Express and Pret A Manger have all signed up for catering space.

Camille Waxer, vice-president of retail at Canary Wharf, said: "Given that Jubilee Place will be opening in September 2003, we have been extremely pleased with the level of demand from retailers at this early stage."

When Jubilee Place opens, the Canary Wharf area will have more than 60,000 sq m of retail space spread across more than 200 units.

Document retwee0020020813dy89000mj

**Let's get fresh.**

1,237 words
25 April 2002
Catering And Hotel Keeper
74
English


Squashes, crushes, smoothies - the juice sector keeps coming up with ways to attract new markets. Amanda Marcus gets fruity

AS THE nation continues its quest for healthier, more natural drinks, the main winners, apart from water, are juice and juice drinks. Britvic estimates that consumption of juice drinks in the leisure and catering sector grew by 10% in value and by 7% in volume last year, a trend which is "undoubtedly set to continue", according to its latest Soft Drinks Report.

"The rise in popularity of juice bars such as **Crussh**, Jus Caf" and many others can leave no doubt that the fresh juice market is evolving into the biggest thing to hit the catering industry since the coffee bar boom of the 1990s," says Richard Gilbert, managing director of Gilberts Food Equipment, which imports Zumex juicing machines from Spain.

He goes on: "It's not so long ago that it was impossible to get a decent cappuccino or espresso in the UK, unless you were in an Italian restaurant. Now, almost every bar and restaurant has a good-looking coffee machine, and customers are impressed by the theatre of watching the coffee being produced fresh on site. The same can be said for producing freshly prepared juice on the premises."

Gilbert points out the benefits of squeezing on site. "Many of the vitamins within the fruit are lost within a short time of juicing," he says, "so squeezing in front of the customer is not just theatrical but also the only way to ensure that the nutrient content remains high." It's also likely to be more cost-effective than buying in bottled juice, offers greater flexibility and, says Gilbert, it's not unusual to achieve a mark-up well in excess of 500% on cost.

Where fresh-squeezing is not possible or desirable, the next best thing is bottled or packaged fresh juices, and companies offering these are proliferating. Demand for high-quality pure juices in single-serve packs is growing, and several companies are launching offers specifically into food service as a result.

According to supplier Cawston, orange juice is still the most popular flavour, with apple juice next. It has launched a range of pure fruit juices, aimed specifically at the food service market, which are additive-free but pasteurised for longer shelf life. Varieties include apple, apple and cherry, and apple and cranberry in individual portions.

Juice4U was launched in June 2000 and claims to be selling 7,000 litres of juice a week, with orange juice its biggest seller to the hotel and breakfast market. According to the company, fresh, non-pasteurised juice sales are growing by 20% a year.

Whereas fresh orange juice remains by far the most popular, today's consumers are now demanding something extra, with blends such as peach and orange or apple and cranberry. Exotic ingredients such as ginger, ginseng or schisandra are also becoming popular, acting as natural stimulants to replace the caffeine kick.

Lawrence Mallinson, owner-director of James White Drinks, says that contract caterers are beginning to offer customers organic ranges in response to a niche but growing demand which is mainly "young and urban". His company first launched a range of organic juices to complement its premium classic juices four years ago, mainly aimed at fine-food outlets, farm shops and delicatessens, but the bottles are now moving into contract sites.

The latest addition is Apple and Crushed Ginger. "A short shelf life can discourage people from stocking products for a niche market," Mallinson says, "but ours are packed in bottles which can keep for months, despite the fact they contain no preservatives."

RDA is another organic juice provider, currently offering three flavours but promising many more in the future.

Cranberry brand Ocean Spray is launching a 250ml can and a bar dispense system. "With cranberry juice consumption at an all-time high in the UK, this launch is our response to the growth in demand for cranberry drinks across all trade sectors," says general manager Sarah Johnson.

Take-away vitamins

As the grab-and-go market continues to increase, hand-held fruit juices are growing with it.

Thejuicecompany's ready-to-drink Smoothiepack range can be stored for six months, thanks to new packaging in cartons aimed at the grab-and-go sector.

Johnson's launches Smoothease this month, this being a new range of pure fruit and yogurt smoothies in six flavours, including Strawberry, Banana, Apple & Orange and Vanilla & Honey.

And Innocent is launching a new range of pure fruit juices this month, said to be lighter and more thirst-quenching than its traditional smoothies. Lucy Ede, the "head fruitologist" at Innocent, says that there was an obvious gap in the market for a range of premium fresh juices, and Innocent believes people will pay more for good-quality juices if the benefits are communicated to them. Ede says: "This market is small and quite niche at the moment, as it was with our smoothies, but we believe that there is long-term growth potential as people start to enjoy the benefits of fresh juices rather than concentrated or long-life drinks."

For kids, Fruit Shoot has been very successful, according to Clare Starling, marketing manager at Wimpy International, who says that, with increasing demand for resealable packs for drinking on the move, consumers are moving increasingly to packaged drinks.

Squeeze yourself

Gilberts Food Equipment has launched in the UK the latest Zumex fresh orange juice machine, capable of producing 120 litres per hour. The Zumex Self Service is aimed at sites with high throughput. With a simple-to-operate lever connected to a non-drip tap, customers can serve themselves. The machine feeds in oranges from a hopper, slicing each in half and squeezing out 98% of the juice. Price is #3,900 excluding VAT.

Johny automatic orange squeezers - distributed in the UK by Gilberts - are suitable for orange, grapefruit, lemon or lime or cocktail mixers, and need three oranges to produce half-a-pint of fresh juice. They are available in eight colours, in automatic and non-automatic models, at prices from #350 excluding VAT and #220, respectively.

A final word

While water and juice are this year's success stories, the water sector is still less than half the size of the cola market (Britvic Soft Drinks Report) and many of the most popular new soft drinks are currently holding only a fraction of the market. They are growing in parallel to the dominant brands rather than cannibalising them. Clearly, the trend towards functional, healthier drinks looks set to continue as the soft drinks market expands, and competition will be intense. For the consumer, it should mean being spoilt for choice.

Leisure and catering: the leaders

| Beverage | Volume | % share | % change |
|---|---|---|---|
| (million litres) | | | |
| Cola | 854 | 31 | +3 |
| Water | 689 | 25 | +6 |
| Fruit juice | 388 | 14 | +4 |
| Flavoured carbonates | 373 | 14 | +2 |
| Lemonade | 216 | 8 | -1 |
| Dilutables | 39 | 1 | 0 |
| Mixers | 45 | 2 | -2 |
| Juice drinks | 92 | 3 | +7 |
| Energy | 29 | 1 | +7 |
| Total soft drinks | 2,725 | 100 | +4 |

Source: Synesis/Britvic Soft Drinks Report 2002

Beverages: the market

| Consumer group | % hot | % soft | % cold |
|---|---|---|---|
| All consumers | 57 | 26 | 17 |
| Kids | 16 | 63 | 22 |
| Youth | 41 | 41 | 19 |
| Adult | 67 | 17 | 16 |

Source: Family Food Panel/Britvic Soft Drinks Report 2002

the Johny juicer

Richard Gilbert.

Document cathot0020020427dy4p0005w

THE INDEPENDENT

**The Independent Consumer - Juicing ...In a glass.**

By Caroline Stacey.
1,470 words
5 January 2002
The Independent - London
18
English


Cast out all those dull slimming books, says Caroline Stacey. Instead, why not make a resolution this year to add more fruit and vegetables

Rose is the owner of nine Luscious cafes in Holmes Place gyms around London, and two just-opened Luscious Organic convenience stores and juice bars in Kensington and Fulham. The Luscious approach takes the mumbo jumbo out of juicing. Although freshly squeezed juice is nothing new - to see how the West didn't invent it, try the freshly squeezed oranges at Gifto's Lahore Karahi in Southall - the liquid-veg vanguard in this country until fairly recently erred on the side of health-nuttery. Hardcore juicing promised rejuvenation, longevity and recovery from terminal illness.

But even titles such as The Joy of Juicing, Dr Jensen's Juicing Therapy, and The Juice Lady's Juicing for High-Level Wellness and Vibrant Good Looks aren't selling us a wonder product, but providing a guide to something that's incredibly simple to do: adding fruit and vegetables to our diets. Juicing just takes the peeling, chopping and chomping out of eating it.

When Nigel Slater's book on juicing comes out in the spring, the pleasure principle will have overtaken juicing's penance persuasion.

In the Innocent Little Book of Drinks, the funkiest juicing and blending handbook so far (published by Fourth Estate, #12.99, later this month) there's not one mention of wheatgrass, echinacea or spirulina. From the people who've made their name synonymous with deliciously fruity smoothies - blends of the best-tasting crushed and freshly squeezed fruit, such as Alphonso mangoes from India - the book shows that healthy drinks needn't be worthy, and can even include alcohol.

This spring they're adding a vegetable juice to their range. "Eat more fruit and veg is the rallying cry of the company," says Richard Reed, one of the four friends who founded Innocent three years ago after converting #500 worth of fruit into smoothies at a music festival.

"Buy a #15 blender and get on with it. It's incredibly simple and a great way to make things that taste great," says Reed, at the risk of doing himself out of a job. Unlikely, though. Innocent drinks are stocked in sandwich bars, cafes and supermarkets. If it were a breeze sticking to juicing at home, the natty little bottles wouldn't be jumping off the shelves faster than you can say "squashed banana".

Getting started, staying with it

HEALTH AND nutrition author Michael van Straten has been juicing since the 1960s, when he started out in naturopathic medicine, and Superjuice (published by Mitchell Beazley) is "by far the most successful book I've ever written", he says.

His own favourite for a quick breakfast is apple, carrot and celery, although in summer he'll take advantage of soft fruit like blueberries, and add mango and pawpaw.

Carrots and celery apart, other vegetables from which he suggests extracting juice and combining to detoxify include parsnips, sweet potato, turnips, swede, watercress (very peppery tasting and a powerful antioxidant), parsley, garlic; radishes - containing mustard oils, which stimulate the liver - and spinach, which replaces B vitamins and folic acid. When you can find ripe tomatoes, six of them, plus celery, carrot and watercress will give you a source of nutrients that you wouldn't otherwise get unless you eat a very, very healthy diet, he says.

Michael van Straten's golden rule: never, ever put your juicer in a cupboard. To keep a steady supply of vegetables at home, have an organic veg box delivered.

"People get excited for the first week," says Alison Rose. So that your enthusiasm doesn't flag after that, her advice is to plan the first four weeks carefully, drawing up a menu of the different juices you'd like to try, and shop accordingly for the ingredients. Keep slaking your curiosity with new tastes and at the end of the trial period, you'll know what you enjoy best and what to keep in stock. Always have

carrots and apples to hand.

Rose always starts the day with a juice, and recommends having another after lunch, with ginger, chilli or fruit, for a mid-afternoon boost instead of a biscuit. The well organised can make one at home to take to work in a Thermos. Or buy an Innocent smoothie.

Experiment with herbs, urges Rose. Coriander is great in vegetable juices. Buy bunches of mint and parsley - preferably not in over-priced supermarket packets - and freeze them. When you add some, still frozen, to a juice, it cools it too.

Juice on the loose

THE LUSCIOUS Organic corner stores in Kensington High Street and Fulham Broadway have juice bars attached. Not only can you choose the fruit and veg you fancy and have them juiced there to drink, they'll make up a litre bottle to be taken home. Celery with orange and cucumber and carrot are two simple combinations recommended by owner Alison Rose for their cleansing effect and refreshing taste.

Planet Organic supermarket in west London had London's first juice bar, and at its branch off Tottenham Court Road, they manage to get through 20 kilos of organic carrots a day, washed in purified water. That's even though the popular detox contains no carrots, only apple, lemon, cucumber and celery.

At the two branches of Fluid, in Notting Hill and Fulham Road, and its relative the Vogue Cafe in Hanover Square, variations include apple, ginger and lime; apple, cucumber, mint and celery; carrot beetroot, celery and ginger. On King's Road, the Bluebird Foodstore and Cafe's H2O Bar is dedicating January to fruit, herb and vegetable cocktails and offering a 999 emergency pick-me-up of apple, ginger, passion fruit, kiwi, honey and echinacea.

Between Christmas and New Year there were more people in the nail salon across the mall than picking up a cup of low calorie, fat-free, nutrient-packed just-juiced fruit and veg at **Crussh** in Canary Wharf. But the superjuice of beetroot, spinach, carrot and cucumber, thick and brown with orange foam on top, has always done me a power of good. The less hardcore apple, orange, pineapple and ginger zinger or allegedly purifying raspberry, strawberry (frozen berries at this time of year), carrot, apple, ginger and celery combine virtue with fruity appeal. There are nine **Crussh** juice bars in London, with supposedly another 20 opening by the end of next year.

Elsewhere

Earth, 16-20 Turner Street, Northern Quarter, Manchester (0161-834 1996).

Battery Park, 615a Wilbraham Road, Chorlton, Manchester (0161-860 0754).

It's Organic, 7 William Street, Edinburgh (0131-226 2444) and 15 Bread Street, Edinburgh (0131-228 9444).

Recipes

Salsa crush

1 red, green or yellow pepper, deseeded and chopped

1 cm chilli

1 lemon, peeled

3 chopped tomatoes

(From The Luscious Low-Fat Cookbook Alison Rose & Tony Guy, published by Vermilion, #10.99)

Apple, banana, pineapple and lemon

1 apple (preferably Russet)

1 lemon

1 banana

1/4 pineapple

Cut the apple into wedges and put them through the juicer. Pour the juice into the blender. Squeeze the lemon; pour the juice into the blender, adding the banana. Skin the pineapple and slice the flesh into the blender. Whizz until smooth. Serve over ice.

(From the Innocent Little Book of Drinks). To order the `Innocent Little Book of Drinks' at the special price of #11.99 (postage &packing free), call 0870-900 2050 quoting reference 42B

Get your kit out

ALTHOUGH IT takes only a blender to make fruit smoothies, tougher veg need a juicer, sometimes available as a food-processor attachment. John Lewis's most popular juicer is the Magimix Le Duo in white for #99.50, or in chrome for #119.

One of the cheapest is the Braun MP75 juicer and pulp extractor, for about #34.50. The guys at Innocent swear by their Kenwood JE550, about #30. These models are centrifugal; the grater spins round, chomping through the fruit and forcing the juice through the holes, leaving the pulp, seeds and skin behind. The masticating juicers munch up the fruit and veg before squeezing it through mesh to provide more juice.

But, Alison Rose warns: "Juicing means a lot of cleaning. Choose a model with as few moveable parts as possible." A toothbrush is ideal for cleaning a juice machine, Descale with citric acid once a month.

The best compromise juicer found by the alternative health expert Michael van Straten is the Superjuicer, a centrifugal model that throws out the pulp. It's #150. Unless a juicer will tackle citrus fruit, you'll need a squeezer. A blender is vital for whizzing up fruit. Innocent recommend the Russell Hobbs 3901, for about #50.

Document ind0000020020105dy150003x

Revolution

**TRAILBLAZER - Liquid Lunch.**

By AMANDA NOTTAGE.
606 words
1 July 2001
Revolutions
21
English


Reuters has started serving freshly squeezed juice along with the news in a specially designed 'information lab', where business users and members of the public can catch up with the headlines. Amanda Nottage speaks to Amanda West, Reuters' director of marketing communication.

Back in the good old days, journalists in Fleet Street had a reputation for spending more time nursing a whisky glass than tapping on their typewriters. Then, slowly, nearly all the publishers moved away, to be replaced by financial institutions and big banks.

But one remained, and it's encouraging people to mix their drinks with their news again. Before you start rushing for the optics, remember that times have changed. Bye bye Stolly, hello smoothie. Reuters, the 150 year old bastion of financial information and global news reporting, has started serving berry-blasts with its bulletins.

In an annex of its head office - ironically, in what used to be an old NatWest bank - it has opened Reuters Refresh, a juice bar and 'information lab' designed specifically for business professionals, although the odd member of the public is expected to creep in, too. It's supported by partnerships with Compaq for the technology in the information lab, and juice retailer **Crussh**. The surroundings are a strange mix and designed to reflect Reuters itself: dark wooden desks point to its solid, established brand, and modern steel and chrome illustrate what it sees as its cutting-edge service.

Above the juice bar itself is a long 'travellator' screen with a live feed of news, the latest from the financial markets and pictures, while to the side of the bar there is a tall, rolling 'waterfall' screen which highlights famous pictures and images of events snapped by Reuters.

'It's not just financial information. Many of our customers love sport just as much,' explains Amanda West, director of marketing communications at Reuters. 'It's really aimed at corporate customers and financial professionals and gives them a feeling that they are in the middle of our news operations.'

Business customers have free smartcards that enable them to access Reuters' 3000 Xtra service, in addition to the internet, through the specially designed portal. Members of the public can also purchase the cards for 20 minutes of internet access at a time, while slurping down freshly squeezed juice and choosing from a selection of edible goodies.

Across the pond, financial institutions such as ING Barings and Credit Suisse First Boston have already opened consumer venues. With the usual array of Starbucks and Costas littered across the street, the decision to open a juice bar, which will serve soup in the winter, was seen as a strategic move.

'We wanted to try and do something different and reflect Reuters as innovative, and juice bars are still a relatively novel thing here,' says West.

Whether others will join this bar remains to be seen. 'We have recently opened an office in Times Square and there is some retail space in there,' she says. 'If we were going to go elsewhere in the UK, it would have to be Canary Wharf in terms of concentration of customers.'

Reuters is using its sales force to distribute cards to business customers, with direct mail and guerrilla marketing to follow, and the bar is also being hired out as a private venue. 'As we're not running it to make money, the idea is to demonstrate to corporate customers and to the public the best of Reuters and our content and give them a very different experience,' adds West. 'I think it illustrates that the corporation is a human thing.'.

Document revolu0020010712dx710006i

**NEW MEDIA - News in brief.**

64 words
21 June 2001
Marketing
9
English


Reuters opened its first Reuters Refresh internet cafe this week in London's Fleet Street. Promoted as an 'information lab and juice bar', Reuters Refresh offers Internet access through Compaq terminals and freshly squeezed juice and food through retailer **Crussh**. Customers can also use smart cards to access real-time financial information and analytics from Reuters' 3000 Xtra service.

Document mktg000020010713dx6l0036z

guardian

**Bitter harvest.**

4,562 words
26 March 2001
The Guardian
2
English
(c) 2001

Farming lies at the very core of our British identity. It is what defines us. But in recent years BSE, swine fever and now foot and mouth have brought an industry already in deep financial crisis to its knees. Andrew O'Hagan's four-part investigation into the decline of the British countryside begins in rural Suffolk ... and Sainsbury's

British farming hanged itself on the expectation of plenty. One day, not long ago, I was in the Sainsbury's superstore on the Cromwell Road in London. Three of the company's top brass ushered me down the aisles, pointing here, gasping there, each of them in something of a swoon at the heavenliness on offer. 'People want to be interested,' said Alison Austin, a technical adviser. 'You've just got to capture their imagination.' We were standing by the sandwiches and the takeaway hot foods lined up in front of the whooshing doors. Alison swept her hand over the colourful bazaar of sandwich choices. 'This is a range called Be Good to Yourself,' she said, 'with fresh, healthy fillings, and here we have the more gourmet range, Taste the Difference. We have a policy of using British produce where we can. With carrots, for example, we want to provide economic profitability to the farmer, using the short carrots for one line of produce, and the bigger ones for another.'

The Cromwell Road branch of Sainsbury's is what they call a 'flagship store'. It is not only a giant emporium; it is also grander than any other store in the chain, selling more champagne, fresh fish, organic meat and Special Selection food. Six varieties of caviar are available all year round.

'People are gaining more confidence in sushi,' said Peter Morrison, manager, trading division. 'We have joined forces with very credible traders such as Yo! Sushi, and we aim to educate customers by bringing them here.' Alison handed me a cup of liquid grass from **Crussh**, the fresh juice bar. There was something unusually potent about that afternoon the thoughts in my head as I tilted the cup and for a moment the whole supermarket seemed to spin around me. People wandered by. The place was a madhouse of bleeping barcodes. 'How do you like it?' one of them asked. I gulped it down and focused my eyes. 'It tastes like an English field,' I said.

The store manager guided me to the cut flowers. 'We are the UK's largest flower sellers,' he told me. 'The biggest year-on-year increase of any product in the store is in flowers.' The bunches before me were a far cry from the sad carnations and petrol-station bouquets that now lie about the country as tributes to the suddenly dead. The ones he showed me had a very smart, sculptural appearance, and they sold for #25 a pop. 'We have 40 kinds of apple,' Alison said, 'and again, we take the crop, the smaller ones being more for the economy bags.'

'Someone came in on Christmas Eve and asked for banana leaves,' the keen young product manager over in fruit and vegetables told me, 'and you know something? We had them.'

You would have to say that Sainsbury's is amazing. It has everything 50 kinds of tea, 400 kinds of bread, kosher chicken schnitzels, Cornish pilchards and everywhere I turned that day there was some bamboozling elixir of the notion of plenty. Their own-brand products are made to high standards: the fresh meat, for example, is subject to much higher vigilance over date and provenance than any meat in Europe. 'Some things take a while,' Peter Morrison said. 'You can put something out and it won't work. Then you have to think again, about how to market it, how to package it, where to place it, and six months later you'll try again and it might work.'

We stopped beside the yoghurts. 'Now this,' he said, picking up a tub of Devon yoghurt, 'is made at a place called Stapleton Farm. We got wind of how good it was: a tiny operation, we went down there, we got some technical advisers involved, and now look, it's brilliant!' I tasted some of the Stapleton yoghurt. It was much better than the liquid grass. 'It's about the rural business growing,' Peter said. 'Real food is what people want. This couple in Devon' he gestured to the yoghurt pots 'started from virtually nowhere. Of course, they were nervous at first about working with such a major retailer. But these people are the new kind of producer.'

Passing the condiments aisle I saw an old man standing in front of the Oxo cubes. He looked a bit shaky. His lips were moving and he had one of the foil-wrapped Oxo cubes in the palm of his hand. 'People go to Tuscany,' Alison was saying, 'and they eat Parma ham and they come back here and they want it all the time. So we go out and find the best.' You are always alone with the oddness of modern consumption. Walking under the white lights of Sainsbury's, you find out just who you are. The

reams of cartons, the pyramids of tins: there they stand on the miles of shelves, the story of how we live now. Cereal boxes look out at you with their breakfast-ready smiles, containing flakes of bran, handfuls of oats, which come from fields mentioned in the Domesday Book. And here you are in the year 2001 choosing. We went over to the aisle with the cooking oils and Alison did one of her long arm-flourishes: 'When I was a child,' she said, 'my mother used a bottle of prescription olive oil to clean the salad bowl. Now look!' A line of tank-green bottles stretched into the distance. 'Choice!' she said.

Supermarket people like to use certain words. When you are with them in the fruit department, they all say 'fresh' and 'juicy' and 'variety' and 'good farming practices'. (Or, as head office puts it, 'in 1992 Sainsbury developed a protocol for growing crops under Integrated Crop Management System principles. Following these principles can result in reduced usage of pesticides by combining more traditional aspects of agriculture and new technologies.') In the meat department there is much talk of 'friendly', 'animal well-being', 'humane', 'safe', 'high standards' and 'provenance'. The executives spent their time with me highlighting what they see as the strength of the partnerships with British farming which keep everyone happy. 'The consumer is what matters,' said Alison, 'and we believe in strong, creative, ethical retailing.'

Down at the front of the store again I put one of the gourmet sandwiches on a table and opened it up. The bread was grainy. The lettuce was pale green and fresh. Pieces of chicken and strips of pepper were neatly set out on a thin layer of butter. The open sandwich was a tableau of unwritten biographies: grains and vegetables and meat were glistening there, uncontroversially, their stories of economic life and farming history and current disaster safely behind them.

When I was a boy we had a painting above the phone table. It was the only real painting in the house, and it showed a wide field in the evening with a farm at the far end. The farmhouse had a light in one of the windows. The painting had been a wedding present, and my mother thought it was a bit dour and dirty-looking, so she did the frame up with some white gloss, which flaked over the years. I used to lie on the hall carpet and look at the picture of the farm for ages; the field was golden enough to run through and get lost in, and the brown daubs of farmhouse were enough to send me into a swoon of God-knows-what. I suppose it was all part of a general childhood boredom, and it meant nothing, but it seemed very heightening at the time. The painting raised my feelings up on stilts, and made me imagine myself to be part of an older world, where people lived and worked in a state of sentimental peace. All rot, of course. But lovely rot. Sometimes I would come downstairs in the night and shine my torch on the painting.

At one time it seemed as if all the farms around our way had been abandoned or pulled down to make room for housing. Past railway lines and beyond the diminishing fields we would find old, dilapidated Ayrshire farmhouses with rusted tractors and old wooden drinking troughs lying about in the yard, and we would play in them for half the summer. Cranberry Moss Farm, McLaughlin's Farm on Byrehill, Ashgrove Farm, the Old Mains nowadays they are all buried under concrete, except for the farm at Toddhill, which became a home for the mentally handicapped. In my youth they had been like haunted houses. There were echoes in the barns.

Those farms seemed as remote from the daily reality of our lives as the one in the wedding picture. We would never live there: computer factories and industrial cleaners would soon replace them as providers of jobs, and it was these new places, in our Ayrshire, that spoke of the lives we were supposed one day to live. We took it for granted much too early, as it turned out that farming was a thing of the past, a thing people did be fore they were sophisticated like us. We never considered the stuff on our plates; we thought the school milk came on a lorry from London. Never for a second did my friends and I think of ourselves as coming from a rural community; like all British suburban kids, we lived as dark, twinkling fallout from a big city, in our case Glasgow; and we thought carports and breezeblocks were part of the natural order.

But, of course, there was plenty of agriculture. It surrounded us. The farms had just been pushed out a wee bit and wee could seem larger than it was, at least for us, shocked by the whiteness of our new buildings into thinking a thatched roof was the height of exotic. Everything changed for me with the discovery of Robert Burns: those torn-up fields out there were his fields, those bulldozed farms as old as his words, both old and new to me then. Burns was ever a slave to the farming business: he is the patron saint of struggling farmers and poor soil. But in actual fact, despite our thoughts and our recovery from our thoughts, in the early 70s British farming was in a pretty good state. JGS and Frances Donaldson's Farming in Britain Today, published around this time, just before Britain's entry into the Common Market, expressed the view that a beautiful balance had been struck.

Today, agriculture is one of Britain's most efficient industries. It has a controlled growth of 3.5% a year, and in the last 10 years its labour productivity has increased at twice the rate for industry as a whole. It supplies approximately 50% of the nation's food. Travelling through England today with its trim hedges, arable and ley farming, highly capitalised and intensively used buildings, it is hard to imagine the broken-backed appearance of yesterday.

'Yesterday' meant the 20s and 30s. But now, as I write, the situation of farming in this country is perhaps worse than it has ever been, and the countryside itself is dying. We are at a stage where it is difficult to imagine British farming surviving in any of its traditional forms; and for millions living on these islands, a long-term crisis has been turning into a terminal disaster.

Three years ago, agriculture contributed #6.9bn to the British economy, around 1% of the gross domestic product. It represented 5.3% of the value of UK exports. The figure for 1999 was #1.8bn. The total area of agricultural land is 18.6 million hectares, 76% of the entire land surface. According to an agricultural census in June 1999, there has been a decrease of 5.3% in the area given over to crops, as a result of a decrease in cereals and an increase in set-aside. According to a recent report from the Ministry of Agriculture, Fisheries and Food (Maff), the 1999 figures show a drop in the labour force of 3.6%, the largest decrease in a dozen years. 'These results,' the report continues, 'are not unexpected given the financial pressures experienced by most sectors of the industry over the last few years.'

Farmers' income fell by over 60% between 1995 and 1999. Despite increases in production, earnings were lower in 1999 by #518m. The value of wheat fell by 6.5%, and barley by 5.4%. Pigs were #99m down on 1998, and lambs #126m down; the value of poultry meat fell by #100m, or 7.4%; the value of milk fell by #45m; and the value of eggs by 10%, or #40m. A giant profit gap has opened up throughout the industry: rape seed, for example, which costs #200 a ton to produce, is selling for #170 per ton (including the government subsidy); a savoy cabbage, costing 13p to produce, is sold by the farmer for 11 pence, and by the supermarkets for 47p.

Hill farmers earned less than #8,000 a year on average in 1998-99 (and 60% of that came to them in subsidies), but late last year, when I first started talking to farmers, many were making nothing at all, and most were heavily in debt to the bank. A suicide helpline was set up and the Royal College of Psychiatrists expressed concern at the increased number of suicides among hill farmers in particular. A spokesman for Maff said that agriculture was costing every British taxpayer #4 a week. After Germany and France, the UK makes the largest annual contribution to the Common Agricultural Policy, and yet, even before the great rise in the strength of the pound, British farmers' production costs were higher than anywhere else in the EU, to a large extent because of the troubles of recent years.

'Everything is a nightmare,' one farmer told me. 'There are costs everywhere, and even the subsidy is spent long before you receive it. We are all in hock to the banks and they say we are overmanned, but we don't have anybody here, just us, and children maybe, and an ab solute fucking nightmare from top to bottom.' The strong pound, the payment of subsidy cheques in euros, the BSE crisis, swine fever, and now foot and mouth disease, together with overproduction in the rest of the world's markets these are the reasons for the worsened situation. But they are not the cause of the longer-term crisis in British farming: local overproduction is behind that, and it is behind the destruction of the countryside, too. For all the savage reductions of recent times, farming still employs too many and produces too much: even before the end of February, when diseased livestock burned on funeral pyres 130ft high, some farmers were killing their own livestock for want of a profit, or to save the fuel costs incurred in taking them to market.

In Britain nowadays most farmers are given aid a great deal of aid, but too little to save them in order to produce food nobody wants to buy. The way livestock subsidies work per animal means that there is an incentive for farmers to increase flocks and herds rather than improve the marketing of what they have got. As things are, subsidies save some farmers, but they are a useless way to shore up an ailing industry, except perhaps in wartime.

The evidence of what is wrong is out in the British land itself. Farming more even than coal, more than ships, steel, or Posh and Becks is at the centre of who British people think they are. It has a heady, long-standing, romantic and sworn place in the cultural imagination: the death of farming will not be an easy one in the green and pleasant land.

Rain was running down Nelson's Column and Trafalgar Square was awash with visitors inspecting the lions. An American woman stepping into the National Gallery was worried about her camera lens. 'This British weather will be the end of us,' she said, as her husband shook out the umbrellas. In the Sackler Room Room 34 children with identical haircuts sat down on the wooden floor; they stared at the British weather of long ago, spread in oils with palette knives, and they, too, asked why it was always so fuzzy and so cloudy. One group sat around Turner's Rain, Steam and Speed The Great Western Railway. The instructor encouraged them to express something about the atmosphere of the picture. 'Does it make you shiver?' she said. 'It's like outside,' one of the children replied. But most of them were interested in the hare running ahead of the train. 'Will it die?' one of them asked. 'Where is it running to?'

The future. You feel the force of change in some of these weathery British pictures. Over the last few months I kept coming back to this room, and sitting here, further up from the Turners, looking at Constable's The Cornfield. We see an English country lane at harvest time where nothing is unusual, but everything is spectacular. Corn spills down an embankment, going to grass and ferns, going to pepper saxifrage or hog's fennel, dandelion and corn poppy, down to a stream. Giant trees reach up to the dark, gathering clouds. At their foot, a small boy lies flat on his front drinking from the stream. He wears a red waistcoat and has a tear in the left leg of his trousers. A dog with a marked shadow looks up and past him with its pink tongue out. The sheep in front of the dog are making for a broken gate that opens on to the cornfield. A plough is stowed in a ditch; the farmer advances from the field; and in the distance, which stretches for miles, you see people already at work.

The picture has philosophical currency: people will still say it is an important part of what is meant by the term 'British' or, at any rate, 'English'. This is the country delegates sing about at the party conferences, the one depicted in heritage brochures and on biscuit tins, the corner that lives in the sentiments of war poetry, an image at the heart of Britain's view of itself. But here's the shock: it no

longer exists. Everything in Constable's picture is a small ghost still haunting the national consciousness. The corn poppy has pretty much gone, and so have the workers. The days of children drinking from streams are over, too. And the livestock? We will come to that. Let me just say that a number of the farmers I spoke to in the winter of 2000 were poisoning their own fields. The Constable picture fades into a new world of intensive industrial farming and environmental blight.

The Cornfield is said to show the path along which Constable walked from East Bergholt across the River Stour and the fields to his school at Dedham. Last October I made my way to Dedham. It was another wet day, and many of the trucks and lorries splashing up water on the M25 were heading to the coast to join a fuel blockade. On the radio a newscaster described what was happening: 'The situation for the modern British farmer has probably never been so dire, and a further rise in the price of fuel could kill many of them off.'

Before leaving I had rung a pig farmer, David Barker, whose farm is north of Stowmarket in Suffolk. Barker is 50 years old. His family has been farming pigs in Suffolk for four generations; they have lived and worked on the present farm since 1957. He owns 1,250 acres and 110 sows, which he breeds and sells at a finishing weight of 95 kilos. Among his crops are winter wheat, winter-sown barley, grass for seed production, some peas for canning, 120 acres of field beans, 30 acres of spring oats and 100 acres of set-aside.

'Five years ago I was selling wheat for #125 a ton, and now it's #58.50,' Barker said. 'I was selling pigs for #90, and now they're down to #65. And meanwhile all our costs have doubled: fuel, stock, fertiliser. There's hardly a farmer in East Anglia who's making a profit. The direct payments from Europe have declined also because they're paid out in euros.'

'What about swine fever?' I asked, innocent of the epidemics to come.

'There are over 500 farms that haven't been able to move pigs since August,' he said. 'Immediately, this becomes an agricultural nightmare. The pigs are breeding, the feed is extortionate, and you end up relying on things like the Welfare Disposal Scheme, where pigs are removed for next to nothing. Gordon Brown's bright idea: they give you #50 for a pig that costs #80 to produce.'

'What can be done?' The stormy weather was making his phone crackly.

'Well, this government has no interest in farming,' he said. 'People in the countryside in England feel they are ignored and derided and, frankly, it appears that the government would be much happier just to import food. This is the worst agricultural crisis in dozens of years. We're not making any money anywhere. Take milk: the dairy farmer receives seven pence in subsidy for every pint; it takes between 10 and 12p to produce, and it costs 39p when it arrives at your door. A lot of farmers are giving up, and many of those who stay are turning to contract farming increasing their land, making prairies, to make it pay.'

'Is that the only way to reduce costs?'

'Yes, that. Or by going to France.'

David Barker used the word 'nightmare' at least a dozen times during my conversation with him. He told me about a friend of his, another Suffolk farmer, who, earlier in the swine fever debacle, had sold his 250 pigs into the disposal scheme, losing #30 on each one. Barker himself was waiting for results of blood tests to see if his pigs had the fever. 'If it goes on much longer it will ruin me,' he said.

When I arrived at Nigel Rowe's farm near Dedham, only the weather was Constable-like. Out of his window the fields were bare and flat. 'European pig meat is cheaper to produce,' he said, 'because we have higher standards and higher production costs. As soon as foreign bacon gets cheaper by more than 10p per kilo, the housewife swaps. That is the rule.'

I asked him if he felt British supermarkets had been good at supporting bacon produced in Essex or Suffolk. 'The supermarkets have been very clever at playing the different farming sectors off against each other,' he said. 'The Danish model is very centralised they are allowed to produce and market something called Danish Bacon. We are very regional over here, very dominated by the tradition of the local butcher. Supermarkets want the same produce to be available in Scotland as you get in Sussex. Only the Dutch and the Danish can do that, and some of these foreign producers are so powerful the Danish producers of bacon are much bigger than Tesco.'

Nigel has 2,000 pigs. But he is not making money. As well as working the farm, he has a part-time job as caretaker at the local community centre. 'In the 70s we were all earning a comfortable living,' he said, 'and when I was at primary school in the 60s, at least 30 of my schoolmates were connected with farming. Now, in my children's classes, there are three. I had 120 acres and I had to sell it recently to survive. I also had to sell the farm cottage my mother lived in, in order to stay here. That's what I was working on when you came a little house for my mother.'

He looked out of the window at the flatness beyond. 'The arithmetic is simple,' he said. 'When I started

In this game it took five tons of grain to buy the year's supply of fuel for the tractor. Now it takes 500 tons. What do you think that means if your acreage is the same? The government seems hell-bent on the old green and pleasant land, but they won't get behind the people who keep it that way.' Nigel sat in his living room wearing a rugby shirt and jeans speckled with paint from his mother's new house. 'They're not thinking straight,' he said. 'Our product needs to be marketed branded, with a flag, which is presently not allowed. It's all wrong. We have to import soya as a protein source for our pigs now because we can't use other animal meat or bone fat. But this country imports tons of Dutch and Danish meat fed on bone fat.'

As we walked out of the living room, I noticed there were no pictures on any of the walls. We went outside to the pigsties. The rain was pouring down, the mud thick and sloppy on the ground, and one of Nigel's pigs was burning in an incinerator. As we looked out I asked him what had happened to the land. 'The subsidies from the Common Agricultural Policy have got out of hand,' he said, 'because they are linked to production rather than the environment. Did you know the rivers around here are polluted with fertiliser and crap? We're seeing a massive degradation of rural life in this country. Bakers and dairies have already gone, onions have gone, sugarbeet is gone, beef is pretty much gone, lambs are going.'

Before we went into the sty, he asked me if I was 'pig-clean'. 'I'm clean,' I said, 'unless the fever can come through the phone.' Hundreds of healthy-looking pink pigs scuttled around in the hay and the mud. He picked one up. 'Farming is passed down,' he said, 'or it should be. A farm is built up for generation after generation, and when it starts to slip and go you feel an absolute failure. That's what you feel.'

We went around the farm and Nigel explained how things work. The notebook was getting very wet so I put it away. 'You feel a failure,' he said again, looking into the wind. 'The other night I was at a meeting: 140 farmers at a union meeting paying tribute to four hill farmers under 45 who'd committed suicide.' He leaned against the side of the barn. 'We are no longer an island,' he said. 'Everything's a commodity.' Andrew O'Hagan. This is an edited version of an article that first appeared in the London Review of Books.

Document grdn000020010712dx3q00q83

**Shoppingaround - RangeReview.**

56 words
1 September 2000
Retail Week
28
English


Sainsbury's new flagship store on London's Cromwell Road boasts a number of firsts. They include:

- a **Crussh** juice bar

- 'New Age' drinks for the mind, body and soul

- an organic meat counter

- a gourmet fishmonger

- 45 exclusive wines

- jackfruit, at #24.99 each

- 'Bolly Trolleys' to keep champagne chilled as you shop.

Document retwee0020010815dw910022l

**Retailers battle for the niche shopper.**

883 words
31 August 2000
Marketing Week
17
English


After an explosion of price-slashing initiatives, supermarkets finally seem to have come up with a new idea for stimulating customer interest. It is, in a word, the "concept store".

Although the retail industry denies the drive to introduce new formats signifies a "concept-store war", it is being seen as retailers' way of reinventing themselves, while trying to respond to changing customer needs.

The latest of these roll-outs is Sainsbury's Cromwell Road, London, "luxury" store. Sainsbury's has introduced a line of luxury brands to complement the newly refurbished outlet. The store boasts a Caviar Cabinet, **Crussh** juice bar and a Baker & Spice bakery counter which offer customers 1,200 premium goods (MW August 24).

The Sainsbury's launch comes hot on the heels of Marks & Spencer's recent announced that it is planning 26 new format stores, classified "flagship", "regional" and "local". These include the three new stores at Fosse Park, Sutton and Kensington (MW August 3).

"It is becoming harder to attract customers without continually doing something new and without adding value to the already-existing formats," says an industry source. "Competition today is quite fierce in this market, and retailers do have to review what the others are doing. For example, M&S also looked at opening stores in and around railway stations."

Many analysts believe the race for the new formats is also being driven by the aggressive edlp (every day low pricing) initiatives emanating from Asda Wal-Mart. Unable to compete long-term with Asda's cut-to-the-bone pricing policy, the supermarkets are looking for new ways to entice customers, and by creating new store formats, they are chasing different segments of the consumer base.

Retail Intelligence director of consultancy Clive Vaughan says: "Wal-Mart is an underlying factor in the roll-out of new concept stores. But customers also appear to have become bored with the offers that they have been getting over the years, particularly with stores such as Sainsbury's and M&S."

An M&S spokeswoman says: "Ultimately, everything is driven by market competition - and so the roll-out of different format stores. But it is also about the needs of customers.

"By introducing our new concept stores we are responding to the needs of our customers. Our Sutton store attracts those shoppers who are looking for value, while our store at Kingston is for the 'single and more affluent' customer".

But Sainsbury's, which already has four store concepts, insists that the recent Kensington opening only adds new luxury brands to its supermarket format. A spokeswoman for the store says: "The Cromwell Road launch is only a response to the change in the lifestyles of our customers - which is why the store has everything from cornflakes to luxury brands. We are aware of the competitive market, but this has nothing to do with what others are doing in the market".

While there is no doubt that competition is stiff, the "concept-stores war" is also seen as an experiment by the retailers to beat strict government restrictions on building bigger supermarkets.

British Retail Consortium director of external affairs Ann Grain says: "Such roll-outs are not always a case of the retailers reinventing themselves, but their way of adapting to government regulations."

Paul Smiddy, a City analyst with Credit Lyonnais Securities Europe, says: "The retail market is always under pressure to try new things and what every retailer wants is to maximise profits. That said, these particular experiments are more about finding ways to offer what the customer wants. Sainsbury's has only added a new range - I'll be surprised if anything really different has happened".

In a bid to do "something different", Safeway has also announced plans to extend up to 100 of its stores and beef up its non-food products as part of a three-year improvement drive. It will also introduce a new upmarket convenience store format in November, at its existing outlet near London's Tower Bridge.

The introduction of varying formats is an attempt by retailers to target particular types of customers and segment the market. Verdict Research analyst Mike Godliman says: "In today's market, you cannot sell

everything to everybody in the same way. This was the reason why stores like M&S and Sainsbury's failed in some ways. Sainsbury's is now trying to grab back its quality image and re-establish its brand."

He adds: "Stores such as M&S and Waitrose are at the quality end of the market, which is worth about #5bn. Stores such as Asda and Tesco are valued for being price conscious. Between them, they have 30 per cent of the market - worth #25bn. Somewhere between the poles is a store like Sainsbury's, which has a reputation for neither quality nor low prices."

While Tesco, which operates six different formats, insists it is at the forefront of concept-stores, analysts believe there is still room for further segmentation.

"It's simply like for like," says in industry analyst. "I would be surprised to learn that these new concepts are offering anything drastically different - they are just an addition to existing ones."



Document mktw000020010814dw8v001on

THE SCOTSMAN

**Sainsbury turns to the caviar approach.**

Alison Gray Consumer Affairs Correspondent.
681 words
25 August 2000
The Scotsman
6
English
(c) 2000

CAVIAR, fresh soup and Ben & Jerry's ice-cream could provide the taste of success for Sainsbury's when it launches a new luxury range of products.

The second biggest food retailer in the UK has looked upmarket in an effort to stem the downturn in its fortunes.

On Wednesday, Sir Peter Davis, the chief executive, said the company was considering selling its Homebase DIY stores to protect its embattled supermarket chain. A flagship store in London will be opened today by Jamie Oliver, the chef who is also the star of the chain's television ads.

It features a high-end wine merchant called the Cromwell Cellar and a juice bar called **Crussh.**

There will also be a focus on premium ingredients throughout the store, with a "caviar cabinet" and counters focusing on wild smoked salmon, sushi, tapas, oysters and olives.

The bakery counter will sell breads and cakes from Baker & Spice, an upmarket supplier to Le Gavroche and the River Cafe, and hand-made Belgian chocolates.

A "seasonal" counter will sell Ben & Jerry's ice-cream in summer and fresh soup in winter.

Mike Godliman, of the market analyst, Verdict, said the company had acted to try to reclaim its previous reputation as a top-quality food retailer.

"This development marks a return to what Saisnbury's has been traditionally known for. It has been a bit confusing for the consumer because one of the last campaigns was 'Value to shout about', which was devoted to drawing attention to price and that is not something Sainsbury's has traditionally battled on."

He added: "The chain's core strength is not about price, but about quality and this is a development to pull it upmarket."

Sainsbury's has a difficult position in the market place, because it cannot claim to be the most classy of the supermarkets - that title is held by Waitrose and Marks & Spencer.

However, it cannot compete on price in the way that Tesco and Asda can, which has left it struggling to assert its identity in recent months.

The supermarket price war which had been simmering for months escalated at the end of last year when Tesco, Britain's biggest supermarket chain, announced cuts worth #250 million. It slashed the cost of 1,000 brand lines by up to 20 per cent last October.

The supermarket chain was responding to an announcement made by Asda the previous month that it was going to cut the prices of about 10,000 products by up to 10 per cent over the next 18 months to bring them in to line with those charged by its parent company, Wal-Mart.

Sainsbury's also joined in the price-cutting, but could not compete on the same scale, and instead gave out personal letters to customers renewing the chain's commitment to providing "the highest quality food at the most competitive prices."

Mr Godliman said: "They have had poor marketing in recent months which has left customers confused. I would say that they are doing the right thing by going more for the quality side of things which should win them back some of their old customers."

However, the chain has yet to deal with problems in the long term.

It does not yet sell enough non-food items, unlike its main competitors. Tesco sells a growing number of the electrical items, and Asda's George clothing range has been phenomenally successful.

While Sainsbury's has just announced a new range of clothing to be designed by the former Clothes Show presenter and fashion designer, Jeff Banks, the range will be limited to 12 stores.

Tesco first overtook Sainsbury's in terms of market share in 1995. The most recent Institute of Grocery Distribution figures for the year to December 1999 show Tesco extending its lead to 15.6 per cent over Sainsbury's 11.8 per cent. The final member of the big four supermarkets chains, Safeway, has also struggled because of the price wars.

Document sc00000020010816dw8p00bic

**Sainsbury sparks luxury store wars.**

By ALEXANDRA JARDINE.
337 words
24 August 2000
Marketing
1
English


Sainsbury's will this week unveil the luxury store format it hopes will revive its fortunes and re-establish its brand with upmarket shoppers.

The new store on London's Cromwell Road will be officially opened on Friday by chef Jamie Oliver, the star of Sainsbury's advertising. It is expected to be a blueprint for Sainsbury's stores of the future and is a major step in Sir Peter Davis' efforts to return the retailer to its upmarket roots.

New elements featured for the first time in a Sainsbury's store include a high-end wine merchant called the Cromwell Cellar and a juice bar called **Crussh**, which will produce fruit and vegetable juices for customers on the spot.

There will be a focus on premium ingredients throughout the store, with a 'caviar cabinet' and counters focusing on wild smoked salmon, sushi, tapas, oysters and olives.

The bakery counter will sell breads and cakes from Baker & Spice, an upmarket supplier to Le Gavroche and the River Cafe, and handmade Belgian chocolates.

The store also features a Starbucks coffee concession, following a deal announced earlier this year. A 'seasonal' counter will sell Ben & Jerry's ice cream in summer and fresh soup in winter.

The store will compete directly with a Tesco flagship store nearby, marking a step in Sainsbury's comeback in the fight against Tesco, which first overtook it in terms of market share in 1995. The most recent Institute of Grocery Distribution figures for the year to December 1999 show Tesco extending its lead to 15.6% over Sainsbury's 11.8%.

Sainsbury's is planning a heavyweight local marketing push for the store through its local ad agency, AMV Advance. This will include a 3D poster of a pair of 16m-long chopsticks holding up a giant piece of sushi outside the Forum Hotel in Cromwell Road. A direct mail campaign and press ads in London's Evening Standard kick off tomorrow (Thursday).

Document mktg000020010815dw8o000w7

**Sainsbury's starts push upmarket.**

167 words
24 August 2000
Marketing Week
5
English


Sainsbury's is considering rolling out its new concept store due to open in London's affluent Knightsbridge on Friday in a bid to reposition itself at the high end of the supermarket sector.

The store will be closely monitored with a view to rolling out its various features to 30 other sites identified as having similar catchment areas across the UK.

A spokeswoman for the supermarket chain says: "We want all of our stores to reflect the customer base it supports."

Sainsbury's is collaborating with a number of fashionable restaurants and suppliers, including Caviar Cabinet, **Crussh** juice bar and Baker & Spice bakery, to offer customers 1,200 new premium product lines.

Other new features include an organic fresh meat counter and a sushi section, and include a conveyor belt and a chef preparing dishes on demand.

Research into Cromwell Road shoppers found that top-selling products are Champagne, gourmet fish and organic products.



Document mktw000020010814dw8o001fy

**Lights! Camera! Design!**

Chris Barrett
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Rather than leaving design for film, many of today's young

designer/filmmakers in the U.K. are claiming film for design.

Filmmaking today is no longer the preserve of an elite operating a closed shop, but is instead being embraced by people from a wide variety of professional backgrounds who have a little bit of technical know-how and lively imaginations. (The world's most profitable film, last year's $30,000 Blair Witch Project, is a case in point.) So-called "prosumer" technology-a hybrid aimed at a crossover consumer/professional market-- has made this possible. MiniDV's are cheap and operate in low-lighting conditions, obviating the need for expensive lighting equipment and technicians. The existence of software designed to create and edit the moving image makes setting up an effective, affordable production studio a realistic possibility. And it is not just in Hollywood that these new technologies have been hungrily fallen upon by wannabe filmmakers: In London, the growth of the independent film industry has been given a huge boost as some of the highest barriers to entry have come down.

Of all the groups embracing these new possibilities, perhaps the most significant is graphic designers. The shift from print to screen-based media, including the explosion of design for the Web, has led to a growth in the number of designers who are comfortable using the fourth dimension-- time-in their work. There is also a greater willingness among broadcasters-possibly as a result of consumers' exposure to integrated text and moving image in contexts from the Web to modern ATMs-to use type and other graphic elements as an integral part of the screen's look. Now, many designers, whose predecessors broke the mold by working on information kiosks and film titles, are seizing the opportunity to take things further. Instead of just animating GIFs and inserting MPEG movies into Web sites or CDROMs, designers are making their own films, bringing to bear on moving-image work the skills they have learned in print and new media.

Richard Carroll, together with his partner Dominic Bridges, make up Felt, a company that has successfully bridged the divide between graphics and film. He explains: "Film is about integration of the spoken or written word and the moving image. There's a direct connection to graphics because in graphics, it always comes down to image and type. If you look at our work now, it might be in film, but it's still those two things together-communication with words and communication via images."

Technology has always been a driving force in graphic techniques; from the development of lithography in late19th-century Paris to the Mac revolution of the mid-'80s, it has always defined and redefined the design profession. Thanks to digital media such as the Web and CDROMs, today's graphic designers are often familiar with software packages like Premier, Director, and After Effects, and consequently are technically well-placed to work with the moving image. An added, and arguably far more important, advantage is an intuitive feel for composition, an eye for color and form, and an appreciation of the interaction between word and image.

Among a younger generation of London-based design companies, many have made the transition: The well-known collective tomato, the avantgarde Fuel, new media darling Deepend, and lesser-known firms such as State, OS2, and Felt have all produced significant quantities of filmbased work, both on commission and as personal projects.

The link between graphic design and filmmaking is not new, and many of today's professional filmmakers were trained as graphic designers (Ridley Scott is among the best known). But the difference is that instead of leaving design for film, many young designer/filmmakers are claiming film for design, extending the offer of their companies to include moving-image work, and thereby redefining the term "graphic designer." And while graphic designers from Saul Bass on have always dipped their toes into the film world by working on title sequences and overlaid graphics, the new technology has allowed today's designers a greater involvement in the whole process, from shooting, editing, and creating special effects to distribution and/or interface design. There are, of course, some precedents: London-based designer Tom Hingston, in his twenties and already known for his print and packaging work for the music industry, has done a number of film-based projects, including the title sequences for the film Dad Savage and two documentaries on British pop star Robbie Williams. Hingston sees echoes of what is currently happening to the design industry in the U.K. in one of the classic multidisciplinary partnerships: "People like the Eameses are quite inspiring," he says. "With the body of work that their studio created, what do you call them? There are a lot of people working now who are also capable of crossing over. It's just applying the same thinking to a different problem. You can tell by looking at their

work if they've got a kind of sensitivity that, applied to any other problem, could be really successful."

Deepend, though best known for its Web design work at present, is a true multidisciplinary company of the digital age, with commissions ranging from sound design, strategic brand positioning, high-end programming, and broadcast work. It has a dedicated team of seven designers immersed in broadcast graphics whose involvement with the filmmaking process ranges from applying type over finished film pieces, to booking a director for a shoot, to shooting film themselves. "Some jobs come to us directly, some from postproduction houses, and others from agencies," says Deepend's head of broadcast graphics, Luiza dos Santos Cruz. "For example, the recent job we did for Benson & Hedges came through their ad agency Bates Dorland U.K., and we didn't have to pitch for it."

In the case of FT.Com, an online spin-off of the newspaper Financial Times, the client approached them directly, and the script and storyboard were created by Deepend. "That job was pure graphics, absolutely no filming at all," says Cruz. "It was quite an open brief; they told us the commercials were going to be on the air when the U.K.'s budget was published, and they didn't have to relate directly to the newspaper, but there had to be something to connect the two. So that's why they were done in pink. [Financial Times is famously printed on pink paper.]" The final commercials, which revolved around puns related to the effect of the budget, work well, with a far more appropriate and direct style than live-action would have.

Talent, though, doesn't always come in big packages. The two partners who together form Felt began their journey down the road to authorship by applying graphics to other people's films, but have since moved on to script, storyboard, direct, and edit commercials-all in-house. "We did a few end bits for the ad agency TBWA, who were doing a series of car commercials for Nissan," says Felt's Richard Carroll. "We were asked to create a corporate end device for the commercials-pure graphics, all done in After Effects. We started shooting some live-action for that, just very subtle small bits. That was a crossover job for us, and on the strength of it they commissioned us to create our first live-action commercial for the Nissan Primera GT." From there, Felt has gone from strength to strength, counting MTV and Sony Playstation among its clients. Each job extends the company's repertoire: "We did an identity for an MTV channel called MTV Base. We did the graphics, which were relatively straightforward, but then they gave us the chance to work on the sound design. All the time, we're getting the chance to learn new disciplines," says Carroll.

For three months last year, the pair were in Los Angeles working on commercials for Playstation and the Web site careerbuilder.com. "Both those jobs were liveaction pieces, done in our style and integrating graphics and moving image," explains Bridges. "We took the commercials for careerbuilder.com right through from beginning to end. We wrote the scripts on the plane, conference-called to make the changes, did the storyboard, the direction, the edit, and the sound design. It's like if you were doing a brochure: You wouldn't send it out to someone else to do the type. That would be pretty weird."

At the more experimental end of the spectrum sit another duo, who also shoot their material themselves: OS2, whose very graphic approach to film caused a stir at the London digital film festival onedotzero two years ago, has now successfully entered the professional film arena. "States [one of the firm's earliest experimental films] was about using the screen dynamically, the same way you would a page," says Richard Fenwick, creative director of OS2. To this end, the screen is divided into squares, filled either by graphic imagery or action sequences. The approach is reminiscent of a page layout and is about trying to make the screen work harder. After starting OS2 in their spare time, fitting it in between their day jobs as a graphic designer and a film producer, respectively, partners Fenwick and Adam Jenns now work for the company fulltime, producing moving-image assignments for the likes of the BBC, Sony, and design organization Icograda.

The fact that so many young design groups are not only able to make films, but are also being commissioned to do them in place of the ad agencies, commercials and promo directors, and TV production companies who previously dominated moving-image work, is significant. The next generation of designers, many of whom are among the first to learn moving-image techniques as part of their graphic design training, will be looking to build on this lead, forming multimedia, multidisciplinary companies like Deepend, a role model to many; after four years in business, and with a 28-yearold managing director, Deepend employs 70 people and is gearing itself toward the "convergent media" revolution. When film on the Web is commonplace, the company, with its ability to shoot film and design the interface within which it is viewed, will have outflanked many of the slower traditional film and TV operations.

But much of the most interesting work currently being done by London's designers-turned-filmmakers never reaches the TV or cinema screens of the general public: All of the designers mentioned here, and countless others, are working on their own short films as well as doing commercial jobs. Deepend, for example, has sponsored a film made by two members of its creative department; OS2 keeps a number of personal projects going to explore the medium in ways that might baffle the uninitiated, were they shown on prime-time; tomato has made a number of films outside its commercial work for Nike and others, including one on a boxing gym in New York; and Felt recently finished a film on bullfighting in southern France.

Independent film festivals such as resfest and one– dotzero have developed a large crowd of regular exhibitors, a disproportionate number of whom are graphic designers. It is here that some of the more

challenging work is shown-films that attempt to blur the boundaries between media, using type, grids, and static as well as moving images and suggestions of interactivity. In a twopronged attack, the graphic designers-cum-filmmakers have stolen ground from the art-house directors and producers as well as those at the more commercial end of

the market.

Filmmaking was once out of reach to all but a small group of broadcast specialists because of the enormous costs and technical requirements involved. Those barriers have now been lowered, if not removed. At the same time, a new generation of designers who don't respect the rules that once kept them in their place are saying, "We can do that"-and proving it. In addition, the proliferation of broadcast channels and new media, without corresponding budgetary increases, means that the advertising sector is beginning to look hard at value for money, something young designers working from the desktop offer in abundance. So who knows, by the time the U.K. is ready for Web-based TV, it might well be its graphic designers who are stealing the show.

Chris Barrett is editor of the Londonbased design magazine Graphics International.

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**Juicy cure for life's ills.**

By ADAM ZWAR.
661 words
2 April 2000
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32
English


IF you have lost interest in sex, Alistair Thomas can help.

He can also fix tiredness, pregnancy pain, stress and a bad immune system.

Mr Thomas is not a doctor. Nor is he a New-Age healer. His business is juice - and he is making a killing.

His juice cocktails have become a daily must-have for some people seeking a quick lunch, stimulant rush or natural medicine.

Mr Thomas' Flinders Lane bar, The Life Juice Co, is among a dozen specialist juice operations that have sprung up in Melbourne in the past three years.

Others include Zupa Juice, which has three outlets with two more under construction, Fresh Express in Hardware Lane, Se Juice in Chapel St and the Juice Food Company in Little Collins St.

The juice-bar revolution started about 10 years ago in California, where it has become a $150 million industry.

The fad has spread throughout the United States and Britain.

In London, the **Crussh** juice-bar chain plans to open 30 branches throughout the city by the end of next year.

Mr Thomas, 29, is adamant about the benefits of juices and says he is responsible for the health and well-being of many city workers.

"They spend all day in an office and they want to have something that's good for them," he said. "Little else in their day is good for them. Busy people, who haven't time to eat as well as they should, get their nutrients in a cup."

Most popular of Mr Thomas' 21 cocktails is the Green Amphetamine - apple, orange, grape and guarana.

"It's the equivalent to coffee," he said. "But you don't get that corresponding 'down' that comes with coffee."

Also on the menu is the stress-beating Chill Pill, a concoction of carrot, apple, celery and ginseng; the arousing Love Juice, a mix of apple, pear, lemon and psyllium; and the soothing Pregnancy Punch, containing raspberry, apricot nectar, honey, milk and yoghurt.

Costing between $3 for 340ml and $3.95 for a 590ml drink, customers enjoy their cocktails with tofu burgers, sushi, rice balls and low-fat, wholemeal muffins.

Mr Thomas uses fruit and vegetables bought daily from Footscray Market.

He says his health has improved since he resigned from his job as a chartered accountant and started drinking juice.

"Being an accountant was a drag," he said. "And I'd seen these juice bars in London and thought I'd try it.

"These days I drink too much juice. In fact, my diet is nothing but juice."

Before opening the bar, Mr Thomas spent months researching nutrients and how they affected the body. He also collaborated with a food technologist to work on the menu.

"I could have plagiarised a whole lot of recipes from other places," he said. "But I wanted some credibility."

The owner of the Juice Food Company, Janette Taylor-Billau, says her operation is different from other Melbourne juice bars.

"We are 100 per cent organic," she said. "And that means being seasonal. We use whatever fruit and vegetable is in at any time of year.

"My customers say they can taste the difference."

The owner of the Zupa Juice franchise, who asked to remain anonymous, says many juice retailers are stealing each other's recipes.

"The industry is growing," he said. "And that type of thing is starting to happen.

"I studied the concepts people were using in California. And I didn't like the way they did it. So I changed it."

MENU OF MEDICINES

* Immunity Booster - this claims to counter flu and consists of carrot, orange, red capsicum and echinacea.

* Hangover Over - a concoction of beetroot, carrot, apple and ginger which claims to cure hangovers and re-balance the system.

* Brain Bath - for effective mental function, have a Brain Bath, a mixture of rockmelon, banana, wheatgerm, lecithin, milk and yoghurt.



Document suhers0020010817dw42001nm

THE TIMES

**Fruit juice aficionados put the squeeze on coffee bars.**

By Emily Davies.
727 words
19 February 2000
The Times
9
English


A CHAIN of juice bars is hoping to threaten the supremacy of the custom-made latte or triple espresso.

Leading the juice revolution are **Crussh** juice bars, the owners of which announced this week that they had bought their nearest competitor, Fresh N Smooth, based in Canary Wharf, East London. **Crussh** plans to open 30 branches across Britain by the end of next year.

**Crussh** began in October 1998 as a cafe in the City that sold fresh juice and food to a clientele demanding quick lunches and a stimulant rush. The founders, James Learmond, a former property developer, and Christoph Brooke, a former restaurant manager, have three other **Crussh** bars, all based in Central London, with another due to open shortly.

Mr Learmond, 33, is almost evangelical in his belief in the benefits of juices and adamant that they could easily replace coffee as a favoured pick-me-up in Britain. "We are not offering anything that is suddenly a new concept," he said. "People who think that this will be a fad are wrong. Sooner or later they are going to have to try it. Anyway, how long ago was it that coffee was just something you made in your office? No one dreamt that coffee bars would be so popular."

The most popular of 15 cocktails is Love Juice, a gentle potion of peach, strawberry, orange and banana. More scary, and more potent, is the Veggie - spinach, beetroot, carrot and cucumber. All juices are pressed in front of the customers at the counter. Nutritional supplements such as spirulina, aloe vera, ginseng, guarana and bee pollen can be added to any combination.

The takeover means that the specialities of Fresh N Smooth, smoothies (a frozen yoghurt and fruit mix) and wraps (a flat tortilla rolled around salad, meat or fish), will augment the existing **Crussh** menu of fresh juices, salads and soup. Mr Learmond admits that the edible merchandise of **Crussh** is crucial in sustaining profit, particularly in winter. They sell bacon sandwiches, croissants, and chocolate brownies alongside the organic salads, carrot cake and muesli. Coffee, tea and hot chocolate are available, but staff offer a free juice sample to every regular customer who orders coffee or tea but shies away from the juice.

Jennifer Murphy, 26, the manager of **Crussh** in Curzon Street in the West End, said: "We have had many converts when we offer people a free juice instead of their usual coffee."

There has been a burst of London juice enterprises with similarly obvious names. Fluid is in Notting Hill and Fulham. Squeeze is based in Kensington High Street. Farmacia, in Covent Garden, says that its juices are "organic liquid health solutions". Ranoush Juice, a Lebanese cafe in Edgware Road, has supplied carrot, orange and mango juice as a nonalcoholic tonic throughout the night for more than 15 years.

Among some newer converts to the trend there is still a stigma in skipping caffeine for vitamins. At **Crussh** in Curzon Street, an e-commerce worker would speak only anonymously about his juice habit, saying: "Yes, I come here every day. Yes, I need my juice. But only carrots, nothing else. It must be pure carrots, and then sushi."

Another man, with very shiny hair and rosy cheeks, admitted that a confession of a daily espresso would be a far preferable disclosure to his colleagues than telling them about his craving for Clean and Lean (pear and apple with a hint of lime). "I really like Clean and Lean. It's got to be either that, or Melon Blend (melon, banana and apple) in the morning. I don't require anything else.

"But please don't mention my name. What would people think?"

A MENU OF 'MEDICINES'

Deep Detoxifier

Intended "for those exposed to high levels of stress and pollution", the Deep Detoxifier contains ginger, apple, carrot, broccoli, kiwi, bean sprouts, and pineapple.

Immune Booster

The Immune Booster claims to counteract flu and consists of bean sprouts, carrot, ginger, pepper, pineapple and parsley. It promises to "give you a lift".

Purifier

This concoction of apple, mixed red fruits, carrot, celery and apple pledges to cure hangovers and cleanse the system.

All three combinations cost #2.75 for a 12oz cup.



Document t000000020010818dw2j008sl

FT FINANCIAL TIMES
World business newspaper

**FOOD AND DRINK - Eating out? Londoners have always done it - A timely new exhibition sheds historical ...**

By TONY THORNCROFT.
910 words
20 November 1999
Financial Times
14
English


FOOD AND DRINK - Eating out? Londoners have always done it - A timely new exhibition sheds historical light on the passion for food in the capital, says Antony Thorncroft.

If there is one craze that has seized Britain's national imagination in recent years, more even than football, the soaps, and clubbing, it is eating out.

Everyone's doing it, from McDonald's to Mezzo. In a stroke of timely brilliance, the Museum of London has mounted a comprehensive exhibition on the theme which effortlessly proves that eating out has been a passion, at least in London, since Roman times.

Indeed in the Middle Ages it was the poor, whose homes had no hearths, who relied on the local cookshop for the occasional hot meal, while the rich, with their servants and kitchens, dined in, a tradition that only changed in the 20th century.

Not that eating out was always a great culinary experience. A late 17th century writer describes a cook shop in Smithfield, an area which, unlike today, had an evil gastronomic reputation, in which the cook wiped under his arm with a dirty cloth before handing over a slice of pork to a customer.

Meat, mainly beef and pork, was the main take-away diet, with vegetables and salads only making an impact in the 17th century. Fish from the Thames, which ranged from salmon and pike to perch and eels, was everywhere, especially on the three designated fish days each week, until 19th century pollution cut off supplies. Dolphin was popular, and turtle became the craze from the mid-18th century - on show is a 247lb turtle shell which fed 40 people at a City dinner.

The exhibition, designed by Conran and Partners, progresses from the splendour of a 16th century banquet prepared for the Drapers' Company, which included that greatest delicacy, swan, and the equally rare owl, to end in a **Crussh**, one of the new chain of juice bars, the fastest-growing segment of the US fast food market.

On the way you are as much entertained as informed, for the enthusiastic new director of the Museum of London, Simon Thurley, is a great populist. Among the exhibits is the remnant of a Tudor banana, and a complete bun, baked to celebrate the coronation of King George IV in 1820; there is the only surviving interior of an 18th century coffee house, Tom's, in Covent Garden, and an oyster basket which a young girl would have hauled round the streets in the 19th century, selling the poor a cheap snack.

Among the oldest exhibits is the silver gilt wagon made in Germany in 1554, and operated by clockwork, which would travel down the banquet table dispensing rosewater over the hands of diners; among the newest are the menus of some of London's trendiest rest-aurants.

The greatest insights into how people ate out in the past are provided by the pictures. The Marquess of Salisbury has loaned "A fete at

Bermondsey", depicting a cookshop catering for an alfresco wedding feast around 1570; a late 18th century view of St James's Park shows cows being milked to supply an instant milkshake for children; a painting of a 19th century coffee stall in a poor district is a reminder that coffee was then a cheap alternative to tea.

Much of the eating was done on the hoof. A painting of 1840 shows a worker buying a baked potato, plus salt and a slice of Irish butter, for a penny, from a street vendor. Also on display is the cup used for an ice-cream lick, the rather unsav-oury practice where, again for a penny, you got to slurp down a scoop of ice-cream. The cup was then refilled for the next customer, a prime source of disease, no doubt.

The middle classes only really took to eating out in the early 20th century, and many of the most evocative displays date from this period. Soho restaurants were beguilingly Bohemian, and cheap - famous for their shilling dinners. Some were decorated by their artist clients - the Vorticist Wyndham