

Sir Fruit builds berry detonator for new product activation

Sir Fruit has launched a new berry juice just in time for summer and has built a berry detonator so people of all ages can join in the fun and burst some berries to create their very own berry art. The newest addition is bursting with whole blended blackcurrants, strawberries, raspberries and pressed apple juice and is packed with pips and bits that make this new berry juice special.



"Our dream was to create a thick, dark and great tasting berry juice, not made from concentrate, but made with proper berries. The end result is The Berries," says Roanne Goldsmith, the Sir Fruit Marketing Manager. "We've squashed as many berries as possible into each bottle so it's packed with bits and pips."

The juices have a thick consistency, due to their pulp-based production process and are filled with bits because it is unfiltered. Look for The Berries in the fridge (not on the shelf), because it's made with natural ingredients. It will be available in 1.5 Litre and 500ml packs nationally in top retail stores, hotels, restaurants and coffee shops. For further details, go to www.sirfruit.co.za/stockists.

To view the berry art, go to [Sir Fruit's Facebook page](#) or follow [#burstingwithberries](#) on Twitter.