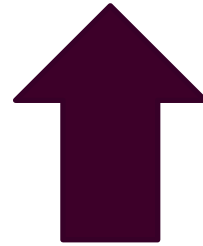


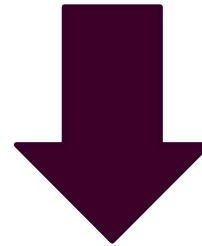
The science behind nitrate



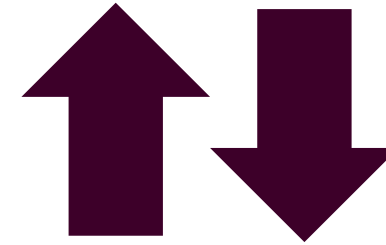
Beetroot juice is naturally rich in a molecule called nitrate. Nitrate is converted to nitrite by bacteria in saliva on the tongue. Nitrite is then converted to nitric oxide in the stomach and bloodstream. Nitric oxide is a vasodilator* responsible for:



INCREASED
BLOOD FLOW



REDUCED BLOOD
PRESSURE



OXYGENATED
MUSCLE

*Vasodilators help widen blood vessels to regulate blood pressure and blood flow. The Nobel Prize for Medicine (1998) was awarded to the three scientists that discovered the important vasodilatory and signalling role of nitric oxide for the cardiovascular system.



Not only Nitrates...but Potassium



Potassium is one of the most important minerals in the body. It helps regulate fluid balance, muscle contractions and nerve signals. What's more, a high-potassium diet may help reduce blood pressure and water retention, protect against stroke and prevent osteoporosis and kidney stones

>20%

of daily intake of
potassium per shot

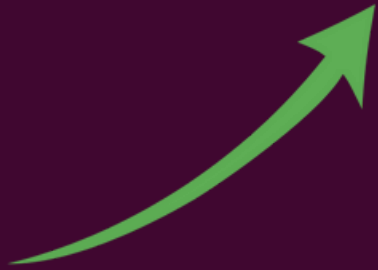
Beetroot juice contains high levels of potassium naturally, making it a great way to help maintain good circulation. Particularly when paired with the natural benefits of nitrate.

Potassium contributes to the maintenance of normal blood pressure

Why add new flavours?



Organic Market Growth



Organic market worth
£3.2 billion in 2023*

Utilise recognised Beet It Brand



Strong branding drives
market disruption*

Growth of Ginger and Turmeric



JW Zingers value grew
90% in 2023**

More options for consumers



28% more customers stopped at
the stand with greater variety***

*Soil Association Organic Market Report 2024. **Based on Zinger shot sales in 2023. ***[Marketing weekly](#)

New Range



- Continuing the success seen from our existing shot
- Developed through strong consumer demand for ginger and turmeric flavours Entirely Organic brand
-

New Range Extension



Made using 100% organic ingredients

With real pressed ginger and turmeric not powders



No artificial colours or flavours

Made in our factory in the heart of Suffolk

Uses locally grown beetroots