

Z!NGER





Our story

We are a small family business based in rural Suffolk that are the makers of brilliant non-alcoholic juices and cordials.

We have been tasting, blending and experimenting with fruit and vegetable juices for over 30 years. We are unapologetically good at creating delicious drinks and we like to think there's a special James White juice for everyone and any occasion.

James White is fortunate to be based in Ashbocking, in the middle of Suffolk. We source our non-organic apples and carrots and most of organic beetroot from farms in the East of England. Nevertheless, when the fruit (eg. organic apples and pears) and vegetables (eg. tomatoes and organic carrots) are grown more successfully abroad we are proud to source the best there is.



Innovation first

1989 First to introduce single variety clear filtered apple juices: Bramley, Cox & Russet.

1995 First to launch a bold, spiced tomato juice: Big Tom.

1996 First to launch an apple & ginger blend using freshly crushed root ginger.

2005 First beetroot juice to be launched in the UK supermarkets.

2002 First spicy tomato juice to be granted a Royal Warrant by HM the Queen.

2008 First beetroot juice supplied for dietary nitrate research.

2010 First concentrated beetroot juice shot (Beet It) launched in the world.

2012 First and only UK presser of beetroot juice.

2022 First beetroot and cherry recovery shot launched in UK

2016 First turmeric shot (Zinger) launched/ first fresh pressed from root not powder.

2014 First root ginger shot launched in The UK: Zinger.

2024 Rebranded Zinger and B'Zest shot range

JAMES WHITE



1st

Our Brands



Our Brands

JAMES WHITE



• THORNCROFT •

CORDIAL



Thorncroft Cordial 33cl

- Our **Thorncroft Cordials** are plant-based with a hedgerow theme.
- Emphasis on **fine natural flavours**

Strong dilution ratios – you can make up to 3 ½ liters of drink per bottle

Flavours include:

Herbal Liquorice – a unique mix of liquorice, dandelion and other botanicals

Wild Nettle – a captivating aroma with wild nettles

Autumn Rosehip – an enchanting cordial made with real rosehips

Wild Elderflower – the original elderflower cordial

Pink Ginger – delicately pink, utterly refreshing



BIG TOM



BIG TOM

Perfectly mixed to create the perfect Bloody Mary

Making a great Bloody Mary can be frustratingly hard to get right.

Our troubles back in 1995 resulted in the magnificent creation of something truly special – Big Tom – a powerful blend of spices to make the ultimate Bloody Mary Mix. Add a dash of vodka and we've done the hard work for you. With 12 herbs & spices, Big Tom makes a wonderfully refreshing twist on a tomato juice.



BIG TOM

For the best Bloody Mary ever...!



- Distinctive & unique recipe which has stood the test of time, Big Tom has been around since 1995 and is still loved by thousands of people across the world!
- **21 premium quality ingredients: a unique mix of 18 herbs and spices, and Vegan Worcester Sauce.**
- Proud owner of the Royal Warrant since 2002: a mark of recognition to companies who regularly supplied goods to the Royal Family – re-awarded in 2025 by His Majesty the King
- Big Tom is versatile – can also make great Virgin Mary (alcohol-free), Red Snapper (with gin), Michelada (with beer) and many more!
- Ambient storage, up to 24 months (*depending on product*)





Rich & hearty beetroot juice



- ❑ The UK's first and only pressers of beetroot juice.
- ❑ Functional yet tasty Beetroot juice; that is surprisingly sweet, earthy and delicious
- ❑ Not from concentrates—with 90% beetroot juice and 10% apple juice. No colouring or preservatives.
- ❑ £2.9m and growing with customers worldwide.
- ❑ A 150ml serving of beetroot juice counts as 1 of your 5 a day.



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:



*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.



What is the market saying?



- 83% of the shoppers placing increased importance on the clarity of nutritional information on packaging (IGD, 2020).

Sales of organic produce post lockdown rose by **12.6% to £2.79bn in 2020 – the category's highest growth level in 15 years** (Source: Soil Association, 2021).



Organic commands a 19.3% premium vs non organic (source: Kantar, Total Organic 52 w/e 25 Dec 2022)



The **wellbeing shots market is now worth £25.6m** (Nielsen IQ RMS, 2023), and is predicted to more than double by 2025.

Immunity & wellness trends



42% say that health benefits (e.g.: support gut health) would encourage them to pay more for a fruit juice (Mintel, 2021)



36% of UK juice drinkers are more concerned about their immunity than before the pandemic and are drinking more functional drinks as a result (Alex Beckett, food & drink associate director at Mintel).



Our '**Big Zinger**' ginger & turmeric bottles are the perfect way to protect your gut health and boost your immunity, especially in winter months. They contain **5 shots** to maximise the effect of ginger/turmeric root juices on your body.

ZINGER

A line up of 5 juice shots – 4 of which are organic

Extra Hot Ginger: with 40% crushed organic ginger root juice and pressed apple juice and a pinch of chilli, this Zinger is for serious ginger nutcases only! More of a wallop than a kick!

Turmeric: the first ever drink made in the UK using crushed turmeric juice. This is blended with pressed apple juice, lemon juice, black pepper and a little chilli to give it a gentle zing.

Lime & Chilli: a brilliant combination of the sharpness of lime juice tempered with pressed apple juice with a fierce hit of chilli. This one will knock your socks off!

Intense Sour Cherry: A warming sour cherry shot with subtle heat from natural chilli to intensify your day!



Organic Ginger: 27% crushed organic root ginger juice with pressed apple juice. This Zinger has a generous warm spicy kick.

NEW BRANDING

Refreshed branding designer to enhance presence on the shelf

New Organic Dosing Bottles

Great value vs competition – 41% better lower retail price

Big Zingers - £4 RRP (£1.21 per 100ml)

Moju - £6.10 RRP (£1.45 per 100ml)



Ambient storage & long shelf life

ZINGER

Turmeric
is now
ORGANIC



- ❑ Contains ~10.17g of crushed turmeric juice per shot
- ❑ No flavouring or preservatives
- ❑ 100% Vegan

- ❑ Contains ~ 18.4g of crushed organic ginger juice per shot
- ❑ No flavouring or preservatives
- ❑ 100% Organic and Vegan

Organics



Organic 75cl Fruit Flavours

- Our **NotFrom Concentrate** Organic Pear Juice is a fine example of English Fruit at its best! Free from any preservatives or colourings.
- James White Drinks **fastest growing** Organic Fruit juice product and growing at **44% YOY**
NFC juice category growing by **+9.4%** to **£540.7m** (Kantar 52 w/e 27 December 2020).
- Surge in consumer demand for new flavours, quality and variety with people willing to pay more for the right drinks. [Kantar 52 w/e 5 September 2021].
- Apple, Apple & Ginger and Pear are also available in 25cl glass bottles



Organic 75cl Vegetable Flavours

- Our **NotFrom Concentrate** Organic Pear Juice is a fine example of English Fruit at its best! Free from any preservatives or colourings.
- James White Drinks **fastest growing** Organic Fruit juice product and growing at **44% YOY**
NFC juice category growing by **+9.4%** to **£540.7m** (Kantar 52 w/e 27 December 2020).
- Surge in consumer demand for new flavours, quality and variety with people willing to pay more for the right drinks. [Kantar 52 w/e 5 September 2021].
- Carrot & Apple is also available in 25cl glass bottles



Classics



Classics 75cl Flavours

- The original collection by James White drinks
- Created using filtration techniques borrowed from the wine world, we've fine-tuned these **clear, pressed juices** for over 20 years
- Starting off with **Bramley, Russet and Cox**, and then with the addition of Summer Berries and Elderflower mixes
- Our award-winning **prune juice** differs from other fruit juices in the fact it is not made by squeezing fresh fruit, but instead traditionally made using slowly dried plums
- All flavours are also available in 25cl glass bottles*

*except for British Carrot and Prune

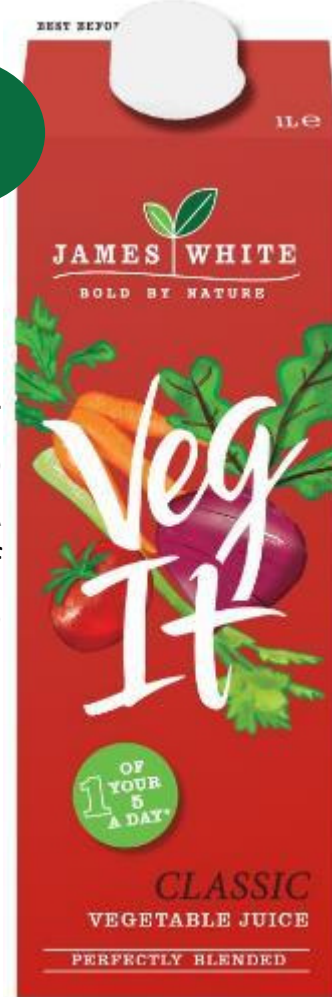


Classics 1l Vegetable Tetra Range

Veg It

Our new VEG IT pressed juice makes a delicious, healthy daily drink, or conveniently add it to soups and shakes. A scrumptious way to one of your five a day with 8 vegetables.

New



New

British Carrot

We have taken the best British carrots and added vitamin D to help you top up one of your key vitamins. Our blend has no added ingredients which are often found in vitamin blends.

Vitamin D contributes to the normal function of the immune system.

Refreshers



Refreshers 75cl

- 'Refresher' range of refreshing summer favourites
- Ginger Refresher and Lemon Refresher, sample a quintessentially English favourite – Rhubarb
- A delightful non-alcoholic alternative and perfect for the picnic hamper, these juices are packed full of flavour.





Multi-award-winning natural nitrate made from concentrated beetroot juice and used by the world's sporting elite for athletic performance.



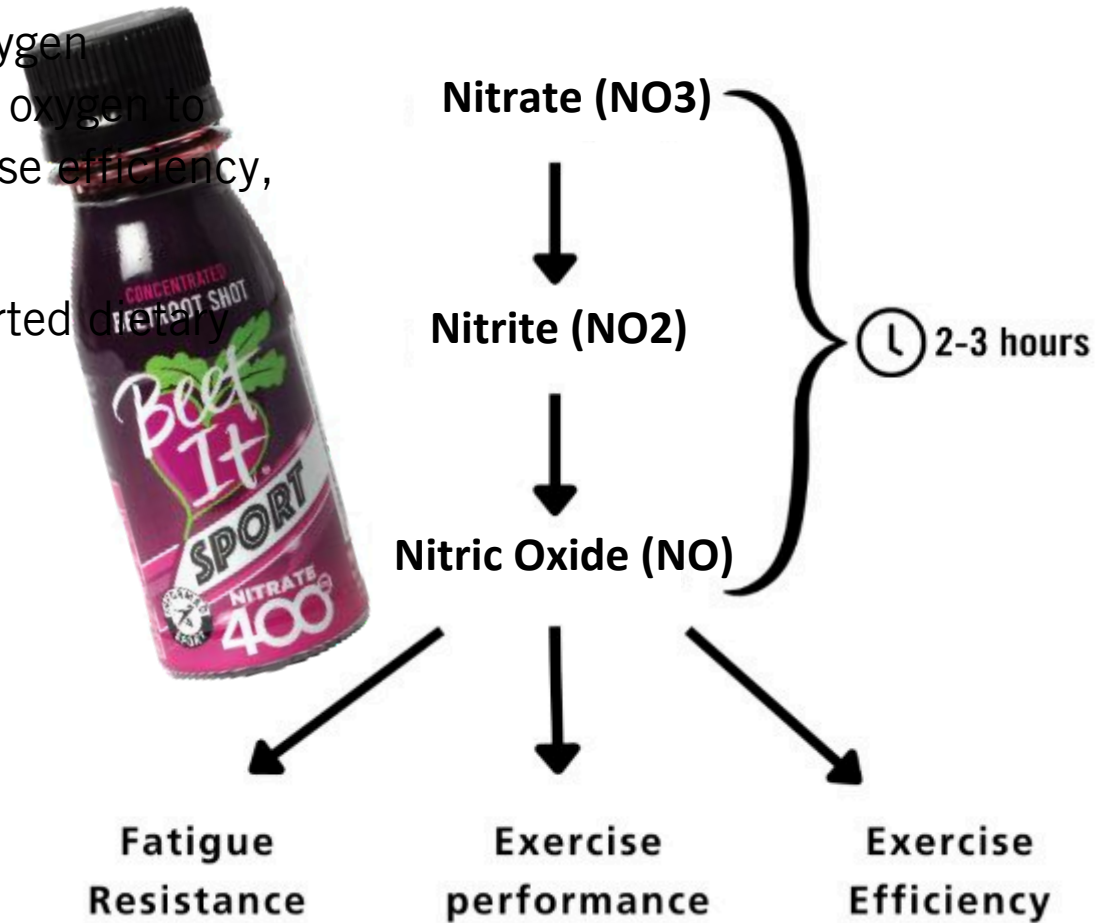
The science

A key effect of dietary nitrate is that it reduces the oxygen demand of exercise, meaning the muscles need less oxygen to maintain a given work rate, thereby improving exercise efficiency, fatigue resistance and exercise performance.

In 2018, the International Olympic Committee reported dietary nitrate supplementation is associated with up to:

- 🍷 25% Increase in time to exhaustion
- 🍷 5% Improvement in sprint performance
- 🍷 3% Increase in time-trial performance

HOW IT WORKS



WHAT IS IN YOUR BEETROOT JUICE

Nitrate content of Beetroot products



Gallardo EJ, Coggon AR. What's in your beet juice? Nitrate and nitrile content of beet juice products marketed to athletes. *Int J Sport Nutr Exerc Metab.* 2019; 29 (4):345-249



Nitrate content

Most beetroot juice products marketed to athletes contain little-to-no dietary nitrate – thus offer minimal, if any, performance benefit.

In 2018, our Beet It Sport Nitrate 400 shot was independently shown to be the only concentrated beetroot juice on the market to provide a consistent, and adequate dose of dietary nitrate per serving.

Beet It Sport is the number one natural nitrate product, trusted by researchers and athletes around the world.



Nitrate 400

A guaranteed daily dose of 400mg of dietary nitrate packed into a ready to drink, pocket-sized 70ml shot.

Ingredients

Concentrated beetroot juice (98%), lemon juice (2%); made from concentrates.

Nutritional Information:

Energy	per	per
	70mlshot	100mlshot
Fat		
- of which saturates	373kJ/88k	532kJ/126k
Carbohydrates	cal 0g 0g	cal 0g 0g
- of which are sugars	18.0g	25.7g
Protein	17.0g	24.3g 5.3g
Salt	3.7g	0.69g
	0.48g	

Stored ambient





Nitrate 3000

Contains 7 super-concentrated servings (3,000mg of dietary nitrate) and needs to be diluted with water or mixed into smoothies.

Ingredients

Concentrated beetroot juice (100%).

Nutritional Information:

	per	per
	70mlshot	100mlshot
Energy	294kJ/46k	553kJ/130k
Fat	cal	cal
- of which saturates	0g	0g
Carbohydrates	0g	0g
- of which are sugars	0g	0g
Protein	9.4g	26.8g
Salt	8.7g	24.9g
Stored ambient	2.0g	5.7g
	0.24g	0.69g



Nitrate 400 Crystals

Beet It Sport Nitrate 400 crystals deliver 400mg of dietary nitrate in a 20g sachet. The sachet is made from 100% concentrate beetroot juice NOT beetroot pulp – and contain a much higher nitrate content than almost all other Beetroot products currently being marketed.

Ingredients

Concentrated beetroot juice (100%).

Nutritional Information

	per 100ml
Energy	1348kJ/326
Fat	kcal
- of which saturates	0g
Carbohydrates	0g
- of which are sugars	65g
Protein	62g
Salt	15g
	3.1g

Stored ambient



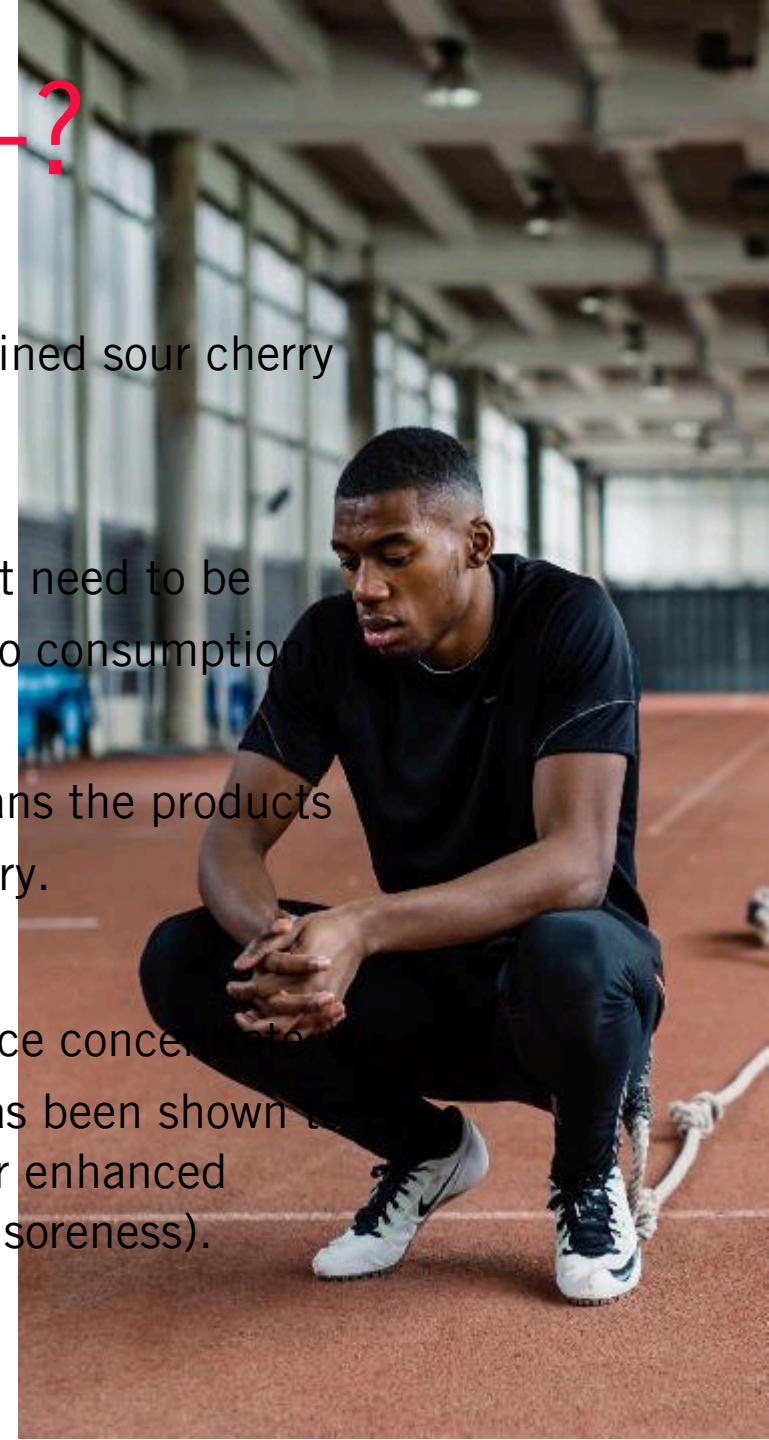


A new addition to the Beet It range – Beet It Regen is a novel recovery shot made with sour cherry concentrate (Prunus Cerasus) and beetroot juice concentrate.

Why Beet It Regen Cherry+?



- Beet It Regen Cherry+ provides a boost of antioxidants from combined sour cherry juice concentrate and beetroot juice concentrate.
- Unlike other cherry juice products, Beet It Regen Cherry+ does not need to be diluted with water meaning it is quick and convenient for on-the-go consumption.
- Beet It Regen Cherry+ carries the Informed-Sport logo, which means the products have been tested by LGC's world-class sports anti-doping laboratory.
- According to the International Olympic Committee, sour cherry juice concentrate, when dosed as 30ml of concentrate for 2-3 days after exercise, has been shown to have anti-inflammatory effects, including reduced symptoms of, or enhanced recovery, from muscle damaging exercise (i.e., delayed onset muscle soreness).



When to consume Beet It Regen Cherry+?



Beet It.  **SPORT**

Pre-performance

Consume 1 or 2 shots
one to three hours before
training and up to six days
before competition.



DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

RACE DAY

DAY 7

DAY 8

Beet It.  **REGEN**

Pre-recovery

Consume 1 shot one to three
hours before training,
three days before and two
days after competition.



The **Beet It Regen Cherry+** shot is a “pre-recovery” product, designed to be consumed in the days before exercise to assist with recovery on the days after exercise. They should be consumed in conjunction with **Beet It Sport Nitrate 400** shots, which are rich in dietary nitrate and designed for enhancing exercise performance.

Beet It Regen Cherry+

Beet It Regen Cherry+ is a novel sour cherry juice and beetroot juice recovery shot, designed to be consumed after exercise in a convenient ready-to-drink 70ml format.

Ingredients

Sour cherry juice concentrate (58%) and beetroot juice concentrate (42%)

Nutritional Information:

	per	per
	70mlshot	100mlshot
Energy		
Fat	294kJ/46k	553kJ/130k
- of which saturates	cal 0g 0g	cal 0g 0g
Carbohydrates	9.4g 8.7g	26.8g
- of which are sugars	2.0g	24.9g 5.7g
Protein	0.24g	0.69g
Salt		

Stored ambient



Ready-to-
drink – no
dilution
needed!



