

## ANTHONY JOSHUA PUNCHES HIS WAY INTO DRINKS MARKET WITH LUCOZADE SPORT

World Heavyweight Boxing Champ Anthony Joshua is weighing into the drinks market after collaborating with Lucozade Sport to launch the new Fruit Punch.

The new apple and raspberry flavoured drink with a distinctive gold cap, reflecting Joshua's Olympic, Commonwealth and British championships, will be the undefeated fighter's drink of choice as AJ aims to become the undisputed champion of the Heavyweight division.

Emblazoned with the Champ's motto "Stay Humble", an attitude that has underpinned the success that has driven him to holding four of the five major championships in boxing, the new Fruit Punch is a performance partner for those with challenging fitness goals.

Sports and exercise brand Lucozade Sport has designed the isotonic carbohydrate-electrolyte drink to support every body made to move, containing carbohydrates and electrolytes to enhance hydration and help maintain performance during endurance exercise.

The marketing of the new drink will give fans the chance to win 'knockout' posters created by the champ himself. AJ's devastating right hand will be putting fist to paper as he punches instead of signs limited edition posters, which will be made available to win on Lucozade Sport's social channels in the coming weeks.

The launch will be supported by a £5m advertising spend and demonstrates the impact that the 2012 Gold medallist has had in reconnecting the general public with British Boxing.

The collaboration with one of the UK's biggest sport stars is expected to drive sales to new heights, after the brand grew by over 32 per cent during the World Cup last year. In 2015, the launch of Mango & Passion Fruit was worth £3.2m in wholesale and introduced 700,000 new shoppers to Lucozade Sport.

### **World Heavyweight Champion of the World, Anthony Joshua, comments:**

"Working together with Lucozade Sport on Fruit Punch has been a fantastic experience, I have learnt so much and I'm glad to have been able to put my name to something so delicious!"

“It combines two of my favourite flavours to make a refreshing drink but maintains Lucozade Sport’s winning formula – hopefully boxing and fitness fans out there will like the new drink as much as I do.”

**Claire Keaveny, Head of Marketing at Lucozade Sport, comments:**

“Lucozade Sport has supported AJ on his journey from up and coming star to sporting icon. We’ve been alongside the champ as he’s transformed British Boxing and inspired the nation to fall back in love with the sport. This is the next step in the journey, and we expect Fruit Punch to be a knockout hit as AJ continues to dominate the heavyweight division.”

Fruit Punch is the latest addition to the brand’s range of drinks including Fitwater that aim to get more people moving as part of Lucozade Sport’s “Made To Move” mantra.

Lucozade Sport Fruit Punch is now available at retailers nationwide from today.

For more information on Fruit Punch, visit [www.lucozadesport.com](http://www.lucozadesport.com).

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**About Lucozade Sport**

Lucozade Sport is formulated to maintain hydration to improve endurance performance. When you exercise heavily or for a prolonged period of time, replacing what your body loses through sweat is important, as well as providing sufficient energy to allow you to continue to perform. Lucozade Sport provides a source of fluid but importantly contains both carbohydrate and sodium. The carbohydrate, along with the sodium, helps your body absorb fluid more effectively. The carbohydrate is also a source of energy during this exercise. Lucozade Sport, as a carbohydrate-electrolyte drink, therefore can help maintain fluid and electrolyte balance, as well as endurance exercise performance. LUCOZADE SPORT is a registered trade mark of Lucozade Ribena Suntory Limited.