

**PREMIUM ICE POPSICLES**  
MADE IN THE UNITED KINGDOM USING NATURAL INGREDIENTS

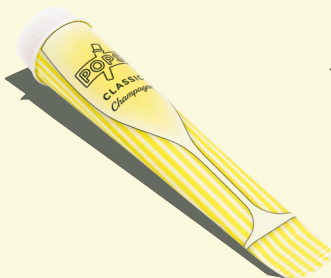
## **- MEDIA RELEASE -** **FOR IMMEDIATE DISTRIBUTION**

**Drinking has never been so fun...perfect for BBQ's, parties, events and festivals this December will see the launch of the world's first champagne popsicle in Australia!**

**MELBOURNE, 17TH OCTOBER 2016**

POPS are premium ice popsicles, which are made in the United Kingdom, using natural ingredients. They launched in June 2014 with the CLASSIC, the world's first Champagne ice popsicle, and last year added three new products to the range, including two alcohol-free products which are suitable for every member of the family.

POPS have quickly become the must-have product to keep you refreshed throughout the summer and are available throughout Europe from London to Ibiza and often seen at the most exclusive events, festivals and parties.



### **CLASSIC** *Champagne*

4.3% ABV  
Half a glass of Champagne  
38 calories  
Gluten-free  
80ml



### **BELLINI** *Prosecco & Peach*

3.8% ABV  
Half a glass of Prosecco  
Peach Schnapps  
Blood Orange juice  
Hibiscus flowers  
56 Calories  
Gluten-free  
80ml



### **STRAWBERRY & MINT**

Made with real fruit  
33 Calories  
Gluten-free  
Alcohol-free  
80ml



### **APPLE & ELDERFLOWER**

Made with real fruit  
42 Calories  
Gluten-free  
Alcohol-free  
80ml



## **CELEBRITY FANS (POPStars)**

Since launching POPS has received support from an array of well-known individuals including Andy Murray, Bella Hadid, The Chainsmokers, HRH The Duke of York, Gordon Ramsay, Miley Cyrus, Kate Moss, Example, and many more.

## **POPSAustralia**

POPS will be available exclusively through Luxe Premium Brands and Services Pty Ltd for private events, festivals, parties and will soon be announcing a series of pop ups across Melbourne.

“We are excited to have partnered with Luxe PBS Pty Ltd in bringing POPS to the Australian market for the start of this summer. As winter draws in on the UK we are excited to be opening our doors in Australia where there is no shortage of sun and occasions for POPS”

*- Harry Clarke, POPS Co-Founder*

“We are thrilled to bring POPS to the Australian market this summer. POPS is a product that resonates with Australian’s love of premium, quality and sensory beverage experiences. Contemporary and original, POPS will equal ‘must-have’ in this summer’s social scene.”

*- Marija Sesar, Luxe Premium Brands & Services Pty Limited*

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**SOCIAL MEDIA**

   **POPSAUSTRALIA**  
**#POPARAZZI #POPSAUSTRALIA**

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**[WWW.WEAREPOPS.COM/AU](http://WWW.WEAREPOPS.COM/AU)**

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