

**FRUIT BOWL IS PUTTING A TASTY ‘TWIST’ ON LUNCHBOX SNACKS WITH THE ‘GOAL’ OF TAKING THE STRESS OUT OF BACK TO SCHOOL**

Renowned children’s fruit snack brand, Fruit Bowl is on hand for another year of stress-free, affordable, and incredibly tasty Back to School snacks and treats. Bursting with flavour and guaranteed to win over even the pickiest of eaters, Fruit Bowl’s range – many of which count towards a child’s five-a-day, is expanding with the launch of two exciting new products!

Welcoming Fruit Bowl’s Strawberry & Vanilla **Fruity Twists… Inspired by Milkshakes** and packedwith all the goodness of fruit! These juicy, chewy fruit twists provide an innovative and fun way to snack with a nostalgic flavour combo appealing to adults, children, and teenagers alike! Shaking up the lunchbox snack cupboard, Fruit Bowl’s Fruity Twists are high in fibre, dairy free and count towards one of a child’s five a day, making them the perfect pick-me-up healthy snack for the whole family to enjoy!

Also joining the family are Fruit Bowl’s **Strawberry Yogurt Coated Fruit Goals**, juicy raisin pieces covered in a moreish strawberry yogurt in popular football team colours and packaged in interactive multipack bags. Each pack contains a football collection card inside featuring Fruit Bowl’s iconic animal characters and football jokes to share on the pitch; have a go at building a full team and scoring champion prizes to delight football fanatics across the country! Both Fruit Bowl’s Strawberry & Vanilla Fruity Twists and Strawberry Yogurt Fruit Goals will be available from September in Tesco, RRP £2.75 and £2.25 respectively.

The two new launches will be joining the rest of Fruit Bowl’s core range. The snack range includes:

**Peelers**; 100% fruit, six-sticky-stranded snacks. Available in Strawberry, Blackcurrant and Raspberry flavours, they are gluten-free, contain no added sugar and are vegetarian/vegan friendly for a fun hands-on way to eat fruit.

**Fruit Flakes;** Soft, chewy fruit pieces made from fruit purées – perfect for tiny fingers. Gluten-free with no added sugar, available in Strawberry, Raspberry and Blackcurrant flavours.

**Unicorn Fruit Flakes;** An exciting mixture of Fruit Bowl’s flake flavours packaged in shiny pearlescent packaging with fantasy icons on each bag, all of which contribute towards your child’s 5 a day.

The treat range includes:

**Yogurt Flakes**; Little fruit pieces covered in delicious yogurt that are beloved by parents and children alike! Available in Strawberry, Raspberry, and Blackcurrant.

**Dino Yogurt Eggs:** Roarrr-some raisins covered in a creamy pink, red, green and blue yogurt shell – using all natural colours.

**Yogurt Raisins:** Juicy yogurt raisins covered in a creamy yogurt shell.

With a month’s supply of Fruit Bowl snacks available as a [bundle](https://www.fruit-bowl.com/shop/) from just £6.40, you can relax this Summer knowing Back to School will be a breeze with Fruit Bowl!

-ENDS-

* Fruit Bowl’s products are available in Morrisons, Sainsbury’s, Tesco, Waitrose and on Ocado.
* The full Fruit Bowl range includes:
* Snacks:
  + Milkshake Fruity Twists – Flavours include: Strawberry & Vanilla RRP 2.75.
  + Peelers – Flavours include: Blackcurrant, Raspberry, Strawberry. RRP: £2.75
  + Fruit Flakes – Flavours include: Raspberry, Strawberry, Blackcurrant and Unicorn. RRP: £2.25
* Treats:
  + Strawberry Yogurt Fruit Goals: RRP £2.25
  + Yogurt Flakes – Flavours include: Raspberry, Strawberry and Blackcurrant. RRP: £2.25
  + Dino Yogurt Eggs RRP: £2.25
  + Yogurt Raisins RRP: £2.25