

Ashington's Polar Krush set for growth following Calippo licence deal

Northumberland iced drinks company Polar Krush is set for growth on the back of a new licence deal.

The Ashington frozen drinks maker says it will create new jobs on the back of acquiring a licence to start selling the worldwide brand Calippo in a new flavour called Magic Blue. The firm has added the limited edition flavour to take the brand's flavours to six, adding to current flavours of strawberry, lemon, orange, lime and cola.

Directors said the the development also enables the firm to expand into new markets. Polar Krush is primarily sold in the UK but with this expansion the firm will be able to sell more in Europe primarily in Germany, Poland and Italy.

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The company's 30-strong workforce is also set to grow, with recruitment within sales, finance and production. New apprentices are also set to be brought on board.

Clare Haddon, marketing manager at Polar Krush, said the creation of Magic Blue, which has berry flavours and is made with 100% natural colourings and flavouring, has been fuelled by the demand for zero-sugar flavoured variants and goes on sale in retailers and indoor leisure sites this month.

She said: "As a team, we've worked hard to adhere to public demand and introduce a unique blue flavour that mirrors what we're all about, fun, socialising and togetherness. Customers can enjoy a tropical blast from the past, and it's sure to

trigger memories of warm summer nights, and after-school playtime after just one sip.”

Polar Krush has seen growth on the back of investment and a number of strategic acquisitions, including its deal for competitor Slushee UK in 2018, its partnership with Unilever brand Wall’s Calippo Slush, and last year’s acquisition of 40 Kola, an all-natural caffeine-infused version of a classic cola which has proved popular in the growing craft soda market.

The Wansbeck Business Park company expanded its facility following support from a £180,000 Let’s Grow grant – part of the government’s Regional Growth Fund which was operated by BE Group in partnership with UNW LLP, The Journal and The Gazette.

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