



EXHIBITING AT ANUGA – STAND D-091

For Immediate Release

REFRESH YOUR FHIRST

New Zero-Sugar Probiotic & Prebiotic Gut Lovin' Living Sodas Launch

Welcome to the new soda that's set to revolutionise functional beverages and beyond with a range of all-natural, zero-sugar living sodas. The '[FHIRST](#)' of its kind worldwide, FHIRST Living Soda includes probiotics *and* prebiotics, plus added zinc. The brand is on a mission to deliver great-tasting, guilt free sodas that promote gut, immune and brain health but without sugars or sweeteners.

Packed with 2 billion living probiotic cultures, microencapsulatedⁱ for stability and allowing for controlled release in the gut, each can of FHIRST also contains 5g prebiotic plant fibre and added zinc to support gut health. Not only that, FHIRST has zero sugar, artificial ingredients or sweeteners (and absolutely no aspartame). The three-strong launch line-up comprises three delicious flavours - [Cherry Vanilla](#), [Ginger Mandarin](#) and [Passion Fruit](#). RRP €1,99/330ml can.

Featuring distinctive, contemporary packaging, FHIRST'S unique proposition is aimed at a male and female audience, aged 18-48 years old, who all have a FHIRST for life and are seeking the very best in healthy, functional beverages.

So, what makes FHIRST different to other 'gut healthy' drinks? To date, gut loving drinks have mainly been made up of fermented drinks (such as kombuchas, kefir and cider vinegar) and functional sodas (typically prebiotic sodas). FHIRST combines the best of both worlds, while removing any of the imperfections associated with those products.

For instance, the kombuchas on the market can contain unstable cultures that degrade over time, can also contain sugar and/or sweeteners and have a niche taste profile, while the prebiotic sodas available tend to still be high in sugar and contain sweeteners. The latter's added fibre also has a tendency to convert back into sugarⁱⁱ, so they may not be as 'good for your gut' as they first seem.

Two years in the making, FHIRST offers above and beyond all of these when it comes to both health credentials and taste experience... and minus the sugar or sweeteners too! No other brand has been able to create a shelf-stable soda capable of containing both probiotics and prebiotics. FHIRST's extensive microbiological testing has shown that the gut health benefits in every can of FHIRST are as strong at the end of the products' shelf life as on day oneⁱⁱⁱ, and that's whether they're kept chilled or ambient.

What gives FHIRST its sweetness? The brand uses an infusion of natural stevia leaves, which are completely different versus the sweetener 'stevia' (stevia extract or steviolglycoside) which is physically and chemically altered and processed. Aside from water and stevia leaves, no further extraction with ethanol, methanol or the like take place here, nor are any other substances 'used to

process' the product. The infusion gives FHIRST a natural sweet 'kiss'. See below Notes to Editors for the full ingredients in each can.

FHIRST aims to raise awareness of the role that functional sodas can play when it comes to the importance of a well-functioning gut microbiome - it's not only about the food you eat. Scientific research continues to link the importance of probiotics and prebiotics to overall good gut health. Recent clinical studies have proved that good gut health is a prerequisite for optimum physical and mental wellbeing. Two of the most powerful 'happy hormone' neurotransmitters – serotonin and dopamine – are both produced in the gut.

FHIRST founder, Steven Van Middeltem, has worked in the beverage industry for over 20 years (and is also the founder of [D-drinks Group](#), a natural, non-alcoholic beverage and snack company). He's passionate about making best-in-class, healthier beverages with a sustainable impact. Steven says: "The global pandemic encouraged us all to think again about our health and immunity. 80% of our immune system lies in our gut, and gut health has been linked to the health of many other organs, including the heart and the brain. We wanted to create a drink to help support immunity, brain health and overall gut health without compromising on taste, and most importantly minus the sugars or sweeteners, and that's exactly what we've been able to do with FHIRST. We're on a mission to help consumers make healthier choices."

As well as helping educate on the importance of gut health and evolve our drinking habits, FHIRST is committed to investing in nature's biodiversity in the shape of [Planet FHIRST](#), pledging 1% of turnover to biodiversity and green infrastructure projects via a partnership with [SUGi](#). FHIRST funds will be used to boost the powerful web of 100% biodiverse native forests.

GET IN TOUCH!

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Notes to Editors

[FHIRST Cherry Vanilla Living Soda 330ml](#) Carbonated spring water, sour cherry juice concentrate (4%), lemon juice, dietary plant fibre (corn fibre, chicory root inulin), natural flavour, natural rosemary flavour, salt, Lactobacillus Rhamnosus, zinc citrate, stevia leaf infusion (water, stevia leaves).

[FHIRST Ginger Mandarin Living Soda 330ml](#) Carbonated spring water, lemon juice, ginger juice (3%), dietary plant fibre (corn fibre, chicory root inulin), natural ginger flavour, natural flavour, natural chili flavour, salt, Lactobacillus Rhamnosus, zinc citrate, stevia leaf infusion (water, stevia leaves).

[FHIRST Passion Fruit Living Soda 330ml](#) Carbonated spring water, passionfruit juice concentrate (2%), lemon juice, dietary plant fibre (corn fibre, chicory root inulin), natural flavour, salt, Lactobacillus Rhamnosus, zinc citrate, stevia leaf infusion (water, stevia leaves).

ⁱ Microencapsulation ensures that FHIRST's health benefits are as stable and strong at the end of its shelf life, as they are on day one.

ⁱⁱ Fibre is a type of carbohydrate that the body can't digest. Though most carbohydrates are broken down into sugar molecules called glucose, fibre cannot be broken down into sugar molecules, and instead it passes through the body undigested. However, depending on the type of prebiotic fibre like chicory root inulin, conversion of fibre into sugar molecules can happen (due to pasteurisation and shelf life). For example, if you put 5g of the prebiotic fibre chicory root inulin in a product you might end up after production with 3g of prebiotic fibre and 2g conversion into sugar molecules.

ⁱⁱⁱ The cans have a 365-day shelf life.