

For Immediate Release



Something Old, Something New...

Dublin, February 2010 - **Zumo Smoothie Bars International, Europe's leading smoothie bar chain, has launched its Limited Edition Love Bubble Smoothie.**

Every February, millions of gifts - flowers, chocolates, perfume - are shared between loved ones the world over, all in the name of St. Valentine. At this time of the year, we all scramble around looking for a unique special gift for our unique special someone...and to some, finding a special Valentine's Day gift might seem like a daunting task. But it doesn't have to be...

This year Zumo have concocted a surefire way to make your sweetheart swoon!

The Zumo "Love Bubble" is a sensuous mix of **something old and something new...**old favorite Strawberry Energy with a new distinct raspberry twist!

Made on the spot with fresh ingredients that are delivered daily, the Zumo Love Bubble features *a velvet blend of strawberry, raspberry, banana, freshly squeezed orange juice, low fat probiotic yoghurt and organic honey.*

Very high in potassium and in Vitamin C, Zumo Love Bubble is also a good source of folic acid and fiber and counts for 2 of you 5 a day.

So whether your special one is a lover, a long time friend, or your favorite relative, Zumo Love Bubble is a simple way to say you care while providing a healthy alternative to the pounds of sugar and fat that usually come along with St Valentine's celebration.

The mouthwatering "Love Bubble" will be available for a limited period in Zumo stores nationwide from February 1st, 2010.

And since two is the magic number during St Valentine's Day, when you buy 2 "Love Bubbles" together in February, Zumo will give you the second one for half price.

WARNING: The Love Bubble is sure to make your someone special feel *extra* special this Valentine's Day. Don't blame us for any aphrodisiacal effects it may have!

About Zumo Juice Bars

Founded in 2001 by Cathal Power, Zumo Juice Bars currently operates over 100 stores (a combination of corporate and franchised retail outlets) across 13 countries with a large scale pipeline of new store openings planned over the next two years, including the company's first foray in to China this April. To find your nearest bar, please visit www.zumobars.com

Did you know?

- One strawberry has more than 400 seeds
- Strawberries are the only fruit with seeds on the outside
- Eight medium sized strawberries have more Vitamin C than an orange
- Bananas are actually a herb
- Strawberries and raspberries belong to the rose family

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