

PRESS RELEASE

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NEW from The Ginger People®

Organic Ginger Juice – Bigger Bottle, Better Value

Naturally Good Expo, Sydney - 29-30 April 2018: The Ginger People will be launching their new 946mL sized Organic Ginger Juice at the Naturally Good Expo in Sydney this month.

Not for the faint-hearted this 99.7% pure ginger juice packs a fiery punch and, now in a bigger bottle, gives you more juice for DIY shot-making at home.

Are you up for our Ginger Juice challenge? Join us at booth #K09 and create your own ultimate ginger health shot. Caffeine-free, sugar-free and full of flavour, our 99.7% proof Organic Ginger Juice will jump-start your day or pump you up if energy levels are flagging.

A culinary whizz, it's also great in stir fry dishes, salad dressings, soups and marinades, and let's not forget the mocktails and cocktails. Simply add, splash or drink straight from the bottle. It's also gluten-free, kosher and suitable for vegans.



Turmeric Ginger Shot

1-ounce fresh turmeric, about a 2-inch piece, chopped

475mL coconut water

30mL The Ginger People® Ginger Juice

Juice of 1 lemon

¼ teaspoon salt

1-2 tablespoons (15-30mL) The Ginger People® Ginger Syrup



- 1 Juice the turmeric in a juicer, blender or food processor. Strain liquid through a fine mesh sieve (or cheesecloth) into a jar.
- 2 Add coconut water, Ginger Juice, lemon juice, salt and Ginger Syrup (or honey to taste). Enjoy.

Find The Ginger People at Naturally Good on stand #K09 and with Unique Health Products on stands #I28 & #J28.

For brand assets, including recipes and photography: press@gingerpeople.com

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About The Ginger People: Family-owned-and-operated, The Ginger People was established by Australian Bruce Leeson and his wife, Abbie, in 1984 to promote the goodness of ginger. Today, Ginger People Group owns the most award-winning ginger brands in the world and is the preeminent purveyor of value-added ginger food, beverage and dietary supplement products.

Company Mission: At The Ginger People, our mission is to be most trusted ginger brand in the world through quality, innovation, social responsibility, education and commitment. We are a family of people who seek to create and promote great-tasting, healthful ginger product. By partnering with farmers and producers in the premier growing regions of the world, we support communities and create loyal relationships with those around us. We exist to share experiences where our passion for ginger and its purpose come together.