



## The fruitiest fruits now new sugarfree!

*A little bit of childhood, a little bit of summer, but above all a lot of fruity taste. That's what YO fruit syrup has stood for decades. Just in time for the start of spring, a new range of the No. 1 syrup brand shines on the shelf: YO SUGARFREE. As usual with the best taste and the fruitiest fruits, but completely without added sugar.*

St. Florian, March 2022 - The fruitiest syrup can now be enjoyed with even more ease without sugar. The popular YO flavors Raspberry, Raspberry-Lemon and Elderflower also convince without sugar with intense taste and that with only 2 kcal/100ml ready-to-drink beverage.

YO SUGARFREE is a fruity refreshment for all who want to cut calories, but do not want to give up full flavor. The pleasure for every day, without compromise and with a clear conscience.

As usual with YO, the new fruit syrups are also produced in proven YO quality. The use of the best, carefully selected raw materials from strictly controlled production and the renunciation of the addition of colorants is part of the YO philosophy. The new range is thus the ideal complement to YO Bio and the Classic and Fresh varieties.

"The possibility of saving sugar and thus contributing to a conscious lifestyle is also with syrup a particular concern for us. With YO SUGARFREE, we are pleased to be able to offer our syrup without sugar, while maintaining the same YO taste and full-fruit drinking pleasure," says Manfred Grestenberger, Sales Director Austria. "Through close international cooperation, we were also able to launch YO SUGARFREE not only in Austria but also in the Czech Republic, Slovakia, Romania, Germany and Hungary," Grestenberger continues.

But not only in terms of taste, also visually the new addition to the syrup shelf exudes spring freshness: sky-blue labels make YO SUGARFREE an eye-catcher and at the same time they are easy to distinguish from the Classic Range. The familiar anti-squirt cap makes it easier to pour without squirting and handling the ergonomically shaped YO bottle is child's play.

The launch of YO SUGARFREE was realized in close collaboration between Austria, IBD, Germany and Hungary. The good cooperation also continues in the jointly planned communication for the product launch. The new YO syrup range will be available on the market from March 2022.



## Contact

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