



MESSINA

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From Scoop To Sip: Schweppes And Messina Turn Classic Flavours Into Irresistible Sips (Just In Time For Summer)

Cool off like never before – your favourite sparkling beverage just got an icy new twist.

Schweppes, the fizzy experts of the beverage world, is teaming up with the flavour connoisseurs at Gelato Messina to bring you the ultimate summer treat: Messina sorbet-inspired soft drinks. Yes, you read that right – the classic bubbles you know and love have taken a fresh, icy turn, and it's everything you never knew you needed.

Perfectly combining the sweetness of Gelato Messina's Sorbet range with the iconic bubbles of Schweppes, these three flavours are set to make your summer seriously cool. Whether you're enjoying a picnic with friends, poolside chilling, or just need a little pick-me-up, this is the drink you've been waiting for.

Meet the Flavours:

Passionfruit Lemonade Sorbet: This zesty number combines the tangy sweetness of passionfruit sorbet with the classic and iconic pop of Schweppes Lemonade.

Pineapple and Lime Sorbet: This flavour brings together the tropical sweetness of pineapple and lime with the refreshing fizz of Schweppes. It's basically a beach holiday for your taste buds.

Peach and Mango Sorbet: A fruity fiesta, blending peach and mango sorbet with that unmistakable Schweppes sparkle. Think of it as a scoop of summer – light, bright, and totally delightful.

Lauren Fildes, General Manager of Marketing at Asahi Lifestyle Beverages, said:

“We're thrilled to bring the iconic taste of Gelato Messina into the world of beverages through this unique collaboration. This partnership is a celebration of summer's joy and nostalgia, delivered in a fun and unexpected way.

We've taken the classic bubbles everyone loves and infused them with a refreshing, indulgent twist that's perfect for the warmer months. It's Schweppes like you've never tasted it before.

Consumers are seeking more engaging flavours, and this innovation delivers new options appealing to a younger audience.”

Sian Bishop, Head of Brand & Marketing at Gelato Messina said, “We love finding creative ways to bring Messina flavours into new products. Seeing the sorbet inspired range come to life and be available to so many more people through a Schweppes partnership is really exciting for us.”

To celebrate the launch of our Schweppes x Gelato Messina inspired range, the flavours will also be hitting the streets of Sydney and Melbourne with exclusive sampling events. To find out where you can grab a taste of summer – check out @schweppesaus on social media for details.

The Schweppes x Messina limited-edition sorbet inspired range is available now in 300mL, 600mL and 1.1L sizes at participating retailers. Don't miss out on the sweetest way to celebrate summer – grab a bottle (or two) today!

For more information, please contact:

Jesse Burns

Email: Jesse.burns@aschibeverages.com

Mob: 0433776565

