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By Martyn Fisher

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M&S launches juice featuring 2015's 'hottest' superfood



Retailer claims that it is the only own-label retailer on the high street using baobab, which boasts numerous health benefits

Marks & Spencer has launched a new juice booster featuring the latest superfruit, the baobab.

M&S claims that it is the only own-label retailer on the high street using baobab, which myriad 'foodies' are predicting to be the number one superfood for 2015.

The Active Health Raspberry, Redcurrant and Baobab Juice Booster has added antioxidant vitamins C & E, and joins a range that also consists of the Orange, Lemon and Ginger Juice Booster.

Each 150ml bottle counts towards one of your 5 A DAY and sits in the retailer's Eat Well range.

Pronounced 'bey-oh-bab', the superfruit is grown in Africa on the baobab tree, the national tree of Madagascar.

Its flavour can be described as somewhere between grapefruit, pear, and vanilla.

It has been named a superfruit due to its nutritional benefits, including:

- 6 times the antioxidants of blueberries
- 6 times the Vitamin C of oranges
- 6 times the potassium of bananas
- More magnesium than coconut water
- Twice as much calcium as milk

M&S product developer, Jenny Rea, said: 'Based on juice shots called 'elixirs', discovered during inspiration trips to LA, San Francisco and New York, the new juice boosters are all about getting one of your 5 A DAY in an easy and convenient way.

"The multi-pack format means that you can pick up a pack and kickstart your day every morning."

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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