



NEWS RELEASE

For immediate release

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BERRY GOOD NEWS AS JUICE MASTER LAUNCHES AT UNION SQUARE - Flagship Scottish store for juice and smoothie bar launched by celebrity health guru -

World famous celebrity health guru, Jason Vale this weekend (Saturday, 16th January) launches Scotland's first ever Juice Master juice and smoothie bar at Union Square, with a one off drink designed especially for Aberdeen.

Jason, who counts celebrities such as Katie Price and Martine McCutcheon as his clients, will officially toast the opening of the new store with the Aberrydeen smoothie, packed full of sweet berries and full of vitamin C to help Aberdonians stave off colds in the wintry weather.

The 'Juice Master' himself will be speaking at the event to encourage Aberdonians to embrace a healthy start to 2010 with the health benefits of the smoothies and juice drinks, as well as offering a selection of tasters.

Jason Vale commented, "It is so exciting to be launching in Scotland. Our juice bars are a great way to get the incredible benefits of live juice, but now on-the-go. I am confident that the people of Aberdeen will embrace the many health benefits of our smoothies and juices.

"We have a whole range of drinks that I have designed which are enjoyed by celebrities and the general public alike as part of a healthy lifestyle and we don't ever use concentrated juice. Juicing is definitely a great way to stay healthy!"

Penny Godfrey, marketing manager for Union Square said:

"We are delighted to welcome Scotland's first Juice Master to Aberdeen.

"I'm sure that our customers will enjoy the fruity smoothies and delicious juices that are on offer as a healthy alternative in 2010 – especially the Aberrydeen smoothie which I have tasted– it's delicious!"

The juice bar will be launched at the Union Square Shopping Centre, Union Street, Aberdeen

on Saturday 16th January 2010. From 12pm-2pm Jason will be doing talks, book signings and will be holding a prize draw for all those that are there for the launch.

Located on the first floor, it is open from 8.30am to 6pm Monday – Friday, 8.30am – 7pm Saturday and 9.30am – 5pm Sunday.

ENDS

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Notes to Editors:

Union Square

Union Square is a £275 million mixed use, regeneration scheme creating a new retail and leisure quarter for Aberdeen. Developed by Hammerson, the scheme includes 56 retail units, comprising a range of national and international brands, up to 12 restaurants and cafés, a 203 bed hotel and 10 screen multiplex, set to be Aberdeen's largest cinema. The scheme will also provide visitors with a new civic square. Union Square will be Aberdeen's most accessible retail and leisure offer with 1,700 car parking spaces, easily reached from all major routes and integrated with the city's bus and rail stations - providing a gateway to the region and encouraging sustainable travel to the city.

www.unionsquareaberdeen.com

Juice Master

Jason Vale, the internationally renowned author and Juice Guru, has been described as the “Jamie Oliver of the health and juicing world” has worked with hundreds of thousands of people seeking to re-shape their lives, including top athletes, CEO's and celebrities. Notably, Jason became a lifestyle coach to Jordan (aka Katie Price) and helped her to lose 2 stone within 3 months through juicing, after she gave birth to her second child.

Already a household name in the UK, Ireland and USA, loyal followers of his programmes swear by his sensible approach to nutrition & diet which advocates, at its heart, the skilful blend and balanced quantities of fresh fruit and vegetables.