



## Level Lemonade Now Available Nationally

Level Lemonade, the new “better for you” soft-drink range taking lemonade to a new level, is now available nationally at Caltex in three flavours; Original Lemon, Lemon&Orange and Lemon&Pineapple. In one single 300ml bottle, Level Lemonade contains the highest amount of magnesium found in any other drink on the market and also includes 100% of your daily intake of Vitamin C, while also being low in sugar. Based on the latest nutritional recommendations, Level Lemonade shows you how delicious a soft drink can be while also being ‘better-for-you’. One of Australia’s leading Dietitians and Nutritionists, Rebecca Gawthorne says, “Australians are becoming increasingly health conscious and seeking healthier alternatives to high sugar foods and beverages, including soft drink. I’m excited that Level Lemonade is now available nationally, as it gives Aussies the opportunity to choose a better drink option that tastes delicious and fits in with their healthy lifestyle.” “As well as being low in sugar, Level Lemonade contains Magnesium and Vitamin C. Magnesium is needed by our bodies to generate energy, make new proteins and helps keep our muscles and nerves healthy. Vitamin C helps protect our bodies cells from damage and is important for our skin, bones, connective tissue and immune system,” adds Rebecca. Level Beverages, the creators behind the new range, is excited to expand their existing range of “better for you” drink brands, which already consists of 28 BLACK natural energy drink and AriZona Iced Tea. Australia is the first country in the world to receive this truly innovative soft-drink range, with other Asia Pacific markets to follow. Managing Director of Level Beverages since 2013, Chrish Graebner, says, “We are very proud – after many years of research and development – to launch what we believe truly to be the next generation of soft-drinks. Looking for a healthful carbonated beverage is a major global consumer trend.” Level Lemonade is a premium soft drink and is ideal for anyone, the soft drink lover, for the sport and fitness fanatic, health conscious or maybe even for those in need of a hangover preventative to take as your last drink of the night. There’s a time and a place for everyone! Key differences between Level Lemonade and other soft drinks on the market include: High in Magnesium – with 160 mg per bottle Level Lemonade contains the highest amount of magnesium found in any other drink. Low Sugar – Level Lemonade is 97.5% sugar free. High in Vitamin C – The tangy drink will provide the 100% recommended daily intake of Vitamin C! High in Fizz – Level Lemonade has been carefully designed for consumers who like carbonated soft drinks, but are looking for a healthier alternative. “With kombucha being a popular choice for consumers of late, I am convinced that there are many people out there looking for a healthier, refreshing alternative who do not like the taste proposition of a fermented drink,” says Chrish. Level Lemonade is available now at Caltex nationally for RRP \$3.85, selected Ezy Marts, a growing number of other fine retailers or online: [www.level-lemonade.com](http://www.level-lemonade.com) @levellemonade #levellemonade For further information, images or product samples please contact: Rachel King @ 360 PR: [rachel@360pr.com.au](mailto:rachel@360pr.com.au) or (02) 9571 4448

### Contacts

Rachel King  
9571 4448  
[mailto:](mailto:rachel@360pr.com.au)