

# Fresh New Look for Shaken Udder 'Uber' Udder Milkshakes

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## FOR IMMEDIATE RELEASE

08 MAY 2017 - Premium milkshake producer, Shaken Udder, has revealed a packaging refresh for Uber Udder, its large format milkshake which is set to launch into Waitrose on 8th May.

The new see-through 750ml Uber Udder bottles will replace the current cartons from this spring, bringing the packaging design in line with the bottles used for the smaller format and helping to achieve a stronger brand identity.

The relaunch of Uber Udder in a bottle reflects the premium nature of the Uber Udder brand and gives the larger milkshake format a stronger and more visible position on the shelf.

The new look Shaken Udder Uber Udder will be on show for the first time at the IFE at Excel from 19th to 22nd March. "Uber Udder has proved incredibly popular with our customers since it launched last June. Our customers love our uniquely-shaped 330ml bottles so we feel that the new 750ml bottles will make the brand even more accessible to our customers and feel strongly that this packaging refresh will increase sales even more," says Jodie Farran, co-founder of Shaken Udder. "We expect sales to increase by between 20% and 40% with this new packaging change," she adds.

The new 750ml Uber Udder bottles in flavours Chocolush and Vanillalicious will be available in Waitrose and Ocado, RRP £2.00-£2.40. For more information visit [www.shakenudder.com](http://www.shakenudder.com)

For samples, interviews or images please contact Nikki Whiteford on 07733 261843 or email [nikki@nicolawhitefordpr.com](mailto:nikki@nicolawhitefordpr.com)

### [Note to Editors

Shaken Udder launched in 2004 as a top-notch event based brand, bringing fresh, tasty and healthy milkshakes to festival goers across the country

Shaken Udder Milkshakes come in three formats, its 330ml bottles in flavours Vanillalicious, Top Banana, Chocolush and Salted Caramel, its Shaken Udder kids cartons in Strawberry and Chocolate and Uber Udder 750ml bottles in Vanillalicious and Chocolush.

Shaken Udder milkshakes are available from Tesco, Waitrose and Ocado.

To find out more about Shaken Udder please visit [www.shakenudder.com](http://www.shakenudder.com)