



NEWS RELEASE

Happy Planet breaks the World Record for World's Largest Smoothie

September 27, 2013, Vancouver, B.C - Happy Planet, Canada's leading all-natural food and juice company, today announced it has broken the World Record for World's Largest Smoothie. The 2,000L smoothie - "The Big Sipper" – was made this afternoon in downtown Vancouver and sampled out for donations to the Greater Vancouver Food Bank Society (GVFBS).

"We are very excited to have broken the record for World's Largest Smoothie and to have helped out the Greater Vancouver Food Bank Society at the same time," said Happy Planet co-founder Randal Ius. "We're delighted we were able to make a bigger, better, all-natural smoothie to share with the community – to see the smiles on everyone's faces truly was what it was all about. Plus we brought the world record back to Canada!"

Happy Planet broke the previous record of 1,516L (established in May of this year by Cabot Creamery of the U.S.) with a 2,000 L smoothie made with raspberries, bananas, yogurt, vanilla almond milk and agave nectar. Chef David Robertson of the Dirty Apron Cooking School and Delicatessen was on hand as the official Taste Tester.

"What an awesome event to be a part of - achieving a World Record while supporting the Greater Vancouver Food Bank Society," said Chef David Robertson. "Giving back to the community is very important to me so I'm glad I could help Happy Planet achieve this goal while raising some funds for a great cause."

The Big Sipper was made possible with the support of; Pro Organics, Pacific Coast Fruit Products, Earth's Own Almond Fresh, Meadowfresh Dairy, BARR Plastics, Sandel Foods, SW Audio+Visual and Cold Star Freight Systems.

This history-making event will be followed by the launch of Happy Planet's new fresh, all natural smoothies in early October. Please visit www.happyplanet.com for updates.

About Happy Planet: Two boys with big dreams. Gregor Robertson's family farm outside of Vancouver grew lovely organic carrots. In 1994 along with his friend Randal Ius and a big blender they started making natural juices and smoothies to give city people a taste of the country. They called their business Happy Planet. Today Happy Planet is Canada's leading all natural food and juice company. They still make juices and smoothies. They make delicious natural and organic soups too. They've not made all the planet happy yet, but it's a good start.

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