



OYEZ, OYEZ, OYEZ! TOWN CRIERS TAKE TO THE STREETS AS 83% OF BRITS MISS DAILY FRUIT & VEG TARGET

- New public awareness campaign launched after research from innocent drinks reveals 83 per cent of Brits do not eat their five-a-day -
- Big Zuu brings back town criers to shout about the virtues of fruit and veg -

London, Fruit Towers – A major new public awareness campaign focused on boosting Brits' fruit and veg intake has launched, after new research by innocent drinks shows the nation is still falling short when it comes to getting their five-a-day.

The survey also shows:

- Only 17% of Brits regularly hit the recommended daily target, falling to 11% of Gen Z.
- 16% admit to eating just one piece of fruit or veg most days.
- When consumed at the start of the day, 68% revealed they felt they had more energy after a fruit and veg-packed breakfast, and 62% felt they were in a better mood.

In response to the study, innocent, the UK's leading healthy drinks brand, has teamed up with rapper, foodie and wellness advocate, Big Zuu, to champion the benefits of fruit and veg in the morning. Together, they are enlisting the help of the UK's original broadcasters - town criers - to take to the streets and remind the nation to *start the day right*.

Ahead of the launch, Big Zuu, famed for his relatability and larger-than-life personality, helped the criers update their language to ensure their message – that the day starts better with fruit and veg – cuts through to the younger generations.

Town criers are often billed as the original news alerts, shouting 'Oyez, oyez, oyez!' before making public announcements. Commuters passing through Kings Cross, Victoria and even Westminster can expect to hear healthy proclamations about berries, bananas, spinach, and everything in between before 9am on the 24th February.

Big Zuu says: *"Town criers have been waking up Britain for centuries, so who better to remind the nation to start the day right with the good stuff? There's something wonderfully British about shouting useful advice at people before 9am – especially when it's about bananas, berries and feeling more switched on as you kick off your day."*

Further survey insights showed that eating fresh produce early helps Brits hit the daily target, as over half (51%) noticed it led to better food choices throughout the day, whilst the majority of those who skip breakfast (10%) struggle to get five-a-day into their diet.



Those most likely to forgo the first meal of the day were Gen Z and millennials, where 8% of each age group admitted they skip breakfast every day of the week.

In a recent study by the World Health Organisation, it's revealed that over half of European teenagers don't eat fruit or veg every day^[2]. When it comes to the reasons why people skip fruit and veg, lack of time was cited as the most common reason (26%) followed by cost (20%) and lack of inspiration (16%).

The new Start The Day Right campaign is part of innocent's ongoing mission to make it easier for people to live well through the delicious goodness of fruit and veg. In 2025, innocent gave away 1.3 million portions of fruit and veg through tangible action beyond just their drinks, by partnering with NGOs across Europe to increase access to fruit and veg.

The town crier activity has been launched at a time when public health guidance around fruit and veg is under increased scrutiny. The Government recently updated its Nutrient Profiling Model, which will classify 100% fruit juices and smoothies made from crushed and squeezed fruit & veg and their naturally occurring sugar, as 'less healthy', at a time when fewer than 1 in 5 adults and 1 in 10 children are getting their 5-A-Day.

Helen Whitby, Head of Nutrition at innocent says: "Breakfast plays a vital role in setting the tone for the day, making up a fifth of daily energy intake^[1], yet it's one of the most overlooked moments for fruit and veg intake. A small change in the morning can make a big difference in how you feel, as a balanced breakfast containing portions of fruit or veg can lead to improved energy and focus, better digestion, boosted immunity, more balanced blood sugar levels and improved mood."

"Simple shifts like grabbing an apple on the way to work, boosting granola with fresh fruit, or enjoying an innocent fruit-and-veg-packed juice or shot, brimming with vitamins, minerals and fibre, can shake up sleepy mornings and make a real difference to how the day begins."

For more information visit innocentdrinks.co.uk.

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^[1] Gaal, S., et al. (2018). Breakfast Consumption in the UK: Patterns, Nutrient Intake and Diet Quality. A Study from the International Breakfast Research Initiative Group. *Nutrients*, 10(8), 999. <https://doi.org/10.3390/nu10080999>

^[2] World Health Organization. (2024). A focus on adolescent physical activity, eating behaviours, weight status and body image in Europe, central Asia and Canada: Health Behaviour in School-aged Children international report from the 2021/2022 survey. <https://www.who.int/europe/publications/i/item/9789289061056>



About innocent drinks

Founded in 1999, innocent is now Europe's leading brand of juices and smoothies. Our purpose is simple, to make it easier for people to live well through the delicious goodness of fruit and veg. We're on a mission to add one billion extra portions of fruit and veg to people's diets by 2030.

Our drinks are natural and tasty - from smoothies and juices to our kids' range, coconut water, shots, innocent plus, and bubbles (our lightly sparkling fruit juices). You'll find us in over 18 countries, across Europe.

Doing business the right way has always been at our core. We became a certified B Corp in 2018 and were re-certified with a proud score of 105.2 in 2021. We always donate 10% of our profit to good causes. In 2021 we built an all-electric, renewably- powered drinks factory (we call it the blender). Our Farmer Innovation Fund offers a pot of £1m to our ingredients suppliers to support them in adopting regenerative agriculture practices and we will never stop looking for ways to make our packaging more recyclable.

Join our journey at innocentdrinks.co.uk, or follow us on Instagram, Facebook, and LinkedIn.