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## **Shotz Health Launches Mango and Passionfruit Big Shotz with MEG-3® Omega-3**

A small juice with a big nutritional attitude

DARTMOUTH, NS (Ocean Nutrition Canada) – Ocean Nutrition Canada Limited (ONC), the world's largest Omega-3 EPA/DHA solutions provider and supplier of MEG-3® brand Omega-3 EPA/DHA ingredients is pleased to announce the launch of Big Shotz multivitamin and mineral juice shot, now with ONC's Omega-3 EPA/DHA ingredients.

Each 120 mL single serving bottle of Big Shotz mango and passionfruit provides 179 mg of Omega-3 as well as 11 vitamins, six minerals, pre-biotic, anti-oxidants, and ginseng. This low fat, nutrient and flavour-packed juice shot is gluten and lactose-free and contains no artificial colours, flavours, sweeteners or preservatives.

The European Food Safety Authority (EFSA) recommends 250 mg/day of Omega-3 EPA/DHA and just one bottle of Big Shotz provides 72% of this amount, while also meeting many daily recommendations for vitamins and minerals. Nutrient-loaded and conveniently sized Big Shotz with Omega-3 EPA/DHA makes it easy to consume these important nutrients in a single serving. The new Big Shotz product is available in select retailers and national grocery chains across the United Kingdom.

ONC is excited to be sampling Big Shotz juice during the Vitafoods Trade Show being held in Geneva, Switzerland from May 10-12<sup>th</sup>. Stop by ONC stand #618 to sample this exciting new product. For more information on Vitafoods visit [www.vitafoods.eu.com](http://www.vitafoods.eu.com).

"Unlike other juice manufacturers, at Shotz Health we've added just a little juice to a whole lot of vitamins and minerals." Adam Starr, Managing Director of Shotz Health continued, "When you consume Big Shotz you know you're getting all the vitamins, minerals and other nutrients without the usual juice fillers. And now consumers can get their Omega-3 at the same time."

Jon Getzinger, Chief Sales and Marketing Officer, ONC said, “This is a great product that provides a high loading of Omega-3 EPA/DHA to a juice already full of vitamins and minerals.” Getzinger continued, “Making it easier for consumers to increase their intake of Omega-3 by adding it to a nutrient-packed juice shot is a great marketing opportunity, and one that your body will thank you for.”

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### **Shotz Health:**

Shotz Health is a small, privately owned, U.K. company with a big idea. Its mission is to bring all the benefits of vitamins, minerals and nutrients to busy people in a way that is not only convenient but also stylish and delicious!

Big Shotz is unique...a small, delicious, nutrient-fortified, fruit juice shot with 20 vitamins, minerals and nutrients, at levels significantly higher than other chilled drinks.

Big Shotz fills a gap for a truly authentic, multivitamin shot that delivers significant levels of essential, daily nutrients and other beneficial ingredients. No other product combines all of the following benefits in such an easy to consume and digestible format.

To learn more please visit: [www.shotzhealth.com](http://www.shotzhealth.com)

### **About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada (ONC) is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, the world's largest integrated shellfish harvester and processor.

ONC is the world's largest supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the dietary supplement and food manufacturing markets. To date MEG-3® ingredients have been included in over 100 billion servings of food and supplement products worldwide. For more information about ONC visit [www.ocean-nutrition.com](http://www.ocean-nutrition.com), and for information on the health benefits of MEG-3® ingredients please visit [www.meg-3.com](http://www.meg-3.com).

### **About Omega-3:**

Omega-3 is a family of essential fatty acids, including EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the major known natural sources of Omega-3 EPA/DHA. ALA is found in plants, such as flax and chia. Although Omega-3 EPA/DHA is important to overall good health, the human body is not able to produce sufficient quantities on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements.