



## Vitasoy and Vita – Soy Milk, Tea and Fruit Juice drinks

The range sold in the UK falls under two brands; namely the Vitasoy lines of nutritious soy milk drinks and Vita brand that includes tea and juice drinks.

The Vitasoy story began in 1940 with a big idea and a little bean.

Vitasoy – the original soybean drink, now dates back over 70 years and is still going as strong as ever: a real testament to the quality of the product. Today the Vitasoy and Vita brands encompass several varieties of soy, tea and juice drinks to cater to modern tastes – all of which are immensely popular.

The bean was soy – sometimes known as “the cow of China” – the main source of protein for the Chinese people for over 3,000 years. The big idea – the brainchild of founder Dr. K. S. Lo – was to take the cow of China and literally milk it.

And so Vitasoy was born: a nutritious, high-protein soy milk drink that was sold at an affordable price to the people of Hong Kong at that time.

At first, Vitasoy was delivered fresh door-to-door on bicycles, and it had to be sold

at once or it would spoil. Business grew very slowly and when the war interrupted production in 1941, sales were only about 1,000 bottles a day.

By 1962 Vitasoy had become a household name and one of the leading suppliers of soy milk products in Hong Kong. Sales boomed yet again in 1975 with the introduction of the new Tetra Brik packaging, which together with UHT (Ultra Heat Treated) processing, ensured that Vitasoy products could be kept for months with all of their flavour and quality intact.

Vitasoy can be consumed in different ways depending on the seasons. In winter Vitasoy is often heated and consumed as a warm drink. Likewise during summer Vitasoy is easily served cold and consumed as a refreshing drink. This is traditionally how consumers in Hong Kong consume Vitasoy and truly makes it a drink for all seasons.

The popularity of Vitasoy / Vita products in Hong Kong makes it a Chinese household brand in the UK today.

*Full range and ordering details overleaf.*



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#### Soy Milk

<b>CD482</b>	Vitasoy Regular Soy Milk	12 x 1L
<b>CD483</b>	Vitasoy Regular Soy Milk	8 x 6 x 250ml
<b>CD484</b>	Vitasoy Malted Soy Milk	8 x 6 x 250ml
<b>CD489</b>	Vitasoy Coconut Soy Milk	8 x 6 x 250ml
<b>CD494</b>	Vitasoy Chocolate Soy Milk	8 x 6 x 250ml
<b>62013</b>	Vitasoy Less Sugar Regular Soy Milk	8 x 6 x 250ml

#### Juice Drinks

<b>CD490</b>	Vita Mango Juice Drink	8 x 6 x 250ml
<b>CD491</b>	Vita Guava Juice Drink	8 x 6 x 250ml
<b>CD492</b>	Vita Sugarcane Juice Drink	8 x 6 x 250ml

#### Tea

<b>CD487</b>	Vita Lemon Tea	8 x 6 x 250ml
<b>62071</b>	Vita Lime Lemon Tea	8 x 6 x 250ml
<b>62007</b>	Vita Ceylon Lemon Tea	8 x 6 x 250ml
<b>CD486</b>	Vita Chrysanthemum Tea	8 x 6 x 250ml
<b>CD488</b>	Vita Honey Chrysanthemum Tea	8 x 6 x 250ml

