

Soft drink start-up scores £1m sales in first year

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cash to grow.

New juice brand Cherrygood has racked up sales of £1.2m in its first year of trading.

The company – which claims to offer the UK's first ready to drink cherry juice – said it had sold more in its first 12 months than smoothie brand Innocent did in its first year of business.




Cherrygood founder John Heseltine (*pictured left*) – who set up and subsequently sold the Lovejuice chain of juice bars – said new companies were struggling to find banks willing to lend them the

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