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Reed's Ginger Ice Cream Now Available On Australian Airline Carrier

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 By Staff Reporter

Reed's, a producer of soft drinks, has said that Qantas Airways, an Australian carrier, has started serving the soda maker's Original Ginger Ice Cream on all of its domestic and international flights.

Chris Reed, founder, chairman and CEO of Reed's, said: "Qantas is Australia's premier national airline as well the world's second oldest carrier, and their decision to carry our super premium ice cream is a testament to both the excellence of their in-flight service and the quality of our products.

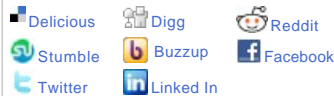
"Our Reed's Ginger Ice Cream is the best tasting ginger product in the world, and is made completely naturally from the finest rBGH-free milk and cream. We think it offers the perfect compliment to the premium, award-winning services passengers have come to know and expect from Qantas."

Neal Cohane, senior vice president of sales and marketing for Reed's, said: "World renowned airlines such as Qantas are really trend setters, and frequently other airlines end up following suit. As one of the strongest brands in Australia, we believe Qantas's decision to carry Reed's products paves the way for other opportunities for our products in the airline food services industry."

Reed's sodas currently sell in 10,500 supermarkets in natural foods and mainstream. The company claims that its six non-alcoholic Ginger Brews are brewed, not manufactured, using fresh ginger, spices and fruits.

The soda-maker also owns root beer line in natural foods, the Virgil's Root Beer product line, and cola line in natural foods, the China Cola product line. Recently, Reed's added the Sonoma Sparkler brands to its line. Other product lines include: Ginger Ice Creams and Ginger Candies.

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