

You know –

They say, when life gives you lemons – just start a local juice company called East Coast Beverages Propriety Limited.

It's a philosophy I try to live by.

So, imagine my surprise when by strange coincidence, I discover it's a philosophy East Coast Fruit Juices also lives by – just they're a lot better at it.

That's because they apply my philosophy to orange, mango, apple, guava, cranberry and blackcurrant.

East Coast Fruit Juices - available in Coles, Woolies and selected convenience stores.

As used by the world's great lateral thinkers.

Now wonder it's a fruity world.

You know –

People say I'm a bit of a fruit.

So I tested that scientifically.

I retrace the journey of an average piece of fruit in your average fruit juice.

Three times round the world in a freezer then crushed to concentrate.

After that, I dunno how any fruit can concentrate.

Then I retrace the journey of an East Coast Fruit Juice piece of fruit.

From Kulnura to local Coles, Woolies and

selected convenience stores ...

I retained my natural colour, vitamins and juicy goodness.

And I tasted great.

East Coast Fruit Juices –local fruit for local taste buds.

As proven by science.

It's a fruity world.

You know – people say my East Coast juice voice is boring.

So let's spice it up a bit.

(SUCK ON HELIUM)

There ya go – how's that sound?

Funny – that balloon's only filled with fresh air

(Normal) You can suck on a balloon and be the world's tallest jockey... Or suck on an East Coast Beveridge and be the worlds most chilled juice drinker.

Then suck on a balloon full of East Coast Juice and be a gibbon named Trixie.

Whatever's natural ... like East Coast Juices – from Coles, Woolies and selected convenience stores.

(HELIUM) It's a fruity world!

You know – we've been in this broadcast relationship for some time, but we haven't been formally introduced.

Well, my name's Frank. Frank Bumm. That's Bumm with 2 Ms.

One day I'll change it to something with multiple hyphens.

Something like East Coast Fruity Beverages in Orange, Mango, Cranberry, Blackcurrant, Cloudy Apple and Guava - from Coles, Woolies and selected convenience stores.

But that's already taken, so I'll pronounce it as Frank.

Frank Bumm. With 2 Ms.

It's a fruity world.