

Sandra Zammit



My name is Sandra Zammit and I come from the island of Malta. I've been health conscious all my life and at age 44 I decided to do something about it. With a background in human resources management and public relations, both in Malta and abroad, but with no experience in the fruit drinks sector or financial backing, apart from a huge bank loan, I opened my own bottled smoothie facility

My fruit smoothie is called *smoochie*, and its made from lovely fruits with no sugars additives, concentrates, preservatives or heat treatments – its basically just like the smoothie you would do at home – but instead it comes in cool little transparent bottles with a mere 10 day shelf-life. Through *smoochie* we've succeeded in making fruit fun as well as making the possibility of eating healthy easy and convenient. We've also created a standard for drinks made from real fruit.

Smoochie employs 6 people and we distribute our drinks all over the island supplying most supermarkets, food stores, eateries, schools, hospital and the Malta International Airport. At the moment we are working on the process of franchising *smoochie* in other European states.

I juggle my company which includes the production of the actual *smoochie* to new product development and marketing and my busy home life which includes a physiotherapist husband and four children, not easy but extremely challenging and I can assure you there's never a dull moment...and I certainly wouldn't have been able to do all this had I been working as an executive for another company!

I am really looking forward to my new role as female entrepreneurship ambassador. Even if I manage to make a difference to just one person during my talks, then I think I would have done my job.

<http://gismalta.com/smoochidrinks>