

# Tovali



QUALITY FRUIT DRINKS SINCE 1937

# Our History

Established in 1937, Tovali is a second generation family run independent squash and cordial manufacturer in the UK. Set up in the ancient town of Carmarthen in the Towy Valley, the company was originally named Messers James Harries & Sons, in honour of founder Denzil Harries' father, who provided the initial investment to start the business. In the early 1950's, all our products were manufactured at the Towy Valley Works under the Towy Valley Minerals label, after which the company name was then condensed using the derivatives to form the present name of 'TOVALI'.

Eurwyn Harries took over the running of the company from his father in 1970, and now manages the day-to-day business with his sister Cynthia. The original factory was situated upon the banks of the River Towy, and subsequently later moved to semi-automated purpose-built premises in 1959. The present factory is now fully automated with a capacity to fill 120,000 1 litre PET bottles per week. As the company continues to develop and expand, there are plans to move to a new state-of-the-art factory, on a new site close to the present premises.

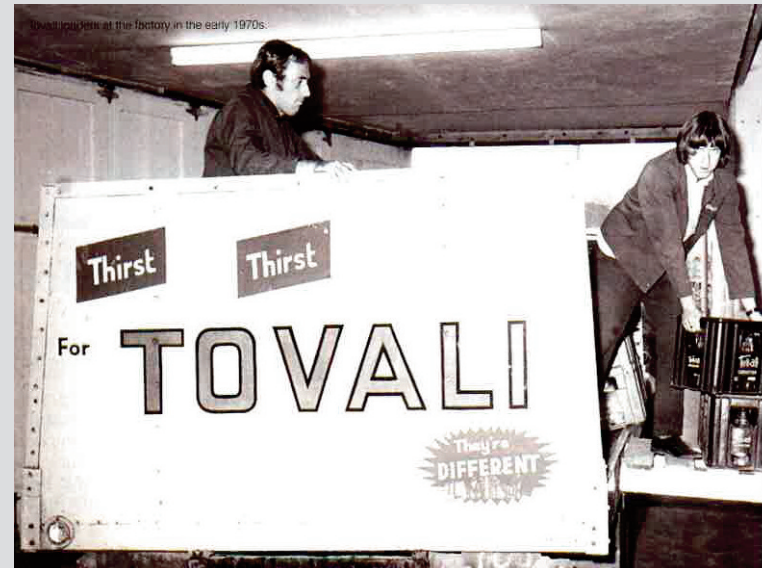




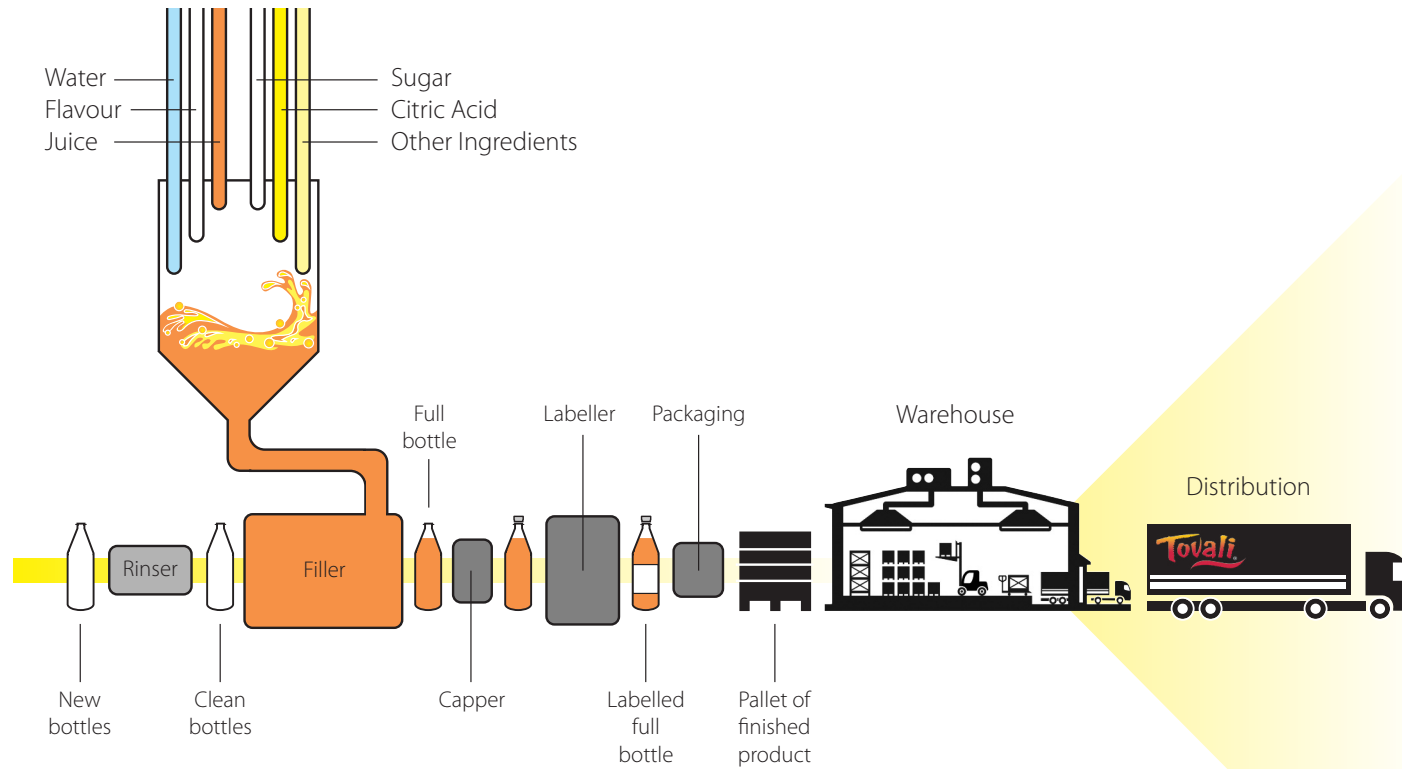
# Company Details

Tovali is accredited to both STS (Support, Training & Services) and SALSA. We produce a vast range of our own brand soft drinks as well as manufacturing own label squashes and cordials for a number of large national companies including Asda and Morrisons. As a major supplier to the National Health Service, we work closely together to pioneer sugar-free squashes and cordials which are suitable for Diabetics.

An active player in both the Private and Public sectors markets, we are committed to continual improvement and development, in order to facilitate all our customers needs both throughout the United Kingdom and the European Union.



# Tovali Production Process





# Tovali

## Product Range

Tovali manufacture and bottle a range of dilutable fruit drinks in one and 5 litre PET bottles.

The standard range under the TOVALI Label includes Squashes, Sugar Free Squashes and Cordials.

At Tovali we manufacture a range of products under own label for a number of high profile foodservice companies as well as drinks companies. These are either prepared to standard recipes, or to customers own recipes.

If the required products are not available from the large portfolio of recipes, we are prepared to work in conjunction with our clients to develop new products.

# Tovali Products

## 1 Litre Sugar Free Squashes & Cordials

TOVALI Sugar Free Lemon Squash  
TOVALI Sugar Free Orange Squash  
TOVALI Sugar Free Apple & Blackcurrant Squash  
TOVALI Sugar Free Blackcurrant Cordial

## 1 Litre Squashes (25% Fruit)

TOVALI Lemon Squash  
TOVALI Orange Squash

## 1 Litre Squashes & Cordials

TOVALI Lemon Squash  
TOVALI Orange Squash  
TOVALI Apple & Blackcurrant Squash  
TOVALI Lemon & Lime Squash  
TOVALI Lemon Barley Water  
TOVALI Lime Juice  
TOVALI Lime Cordial  
TOVALI Blackcurrant Cordial



1 Litre Sugar Free  
Squashes & Cordials



1 Litre Squashes  
(25% Fruit)



1 Litre Squashes  
& Cordials



# Coracle Products

Tovali manufacture and bottle an economy range under the CORACLE label, which offers excellent value for money and includes Orange Squash and Lemon Squash. Low Calorie Whole Orange Drink and Low Calorie Whole Lemon Drink are also available.

## Coracle 1 Litre Low Calorie Squashes

Coracle Low Calorie Whole Lemon  
Coracle Low Calorie Whole Orange

## Coracle 1 Litre Squashes

Coracle Lemon  
Coracle Orange



1 Litre Low Calorie  
Squashes

1 Litre  
Squashes



# 5 Litre Products

Tovali manufacture and bottle a range of dilutable fruit drinks in 5 litre catering packs. Under the TOVALI label are Orange Squash and Lemon Squash, Lime Cordial and Blackcurrant Cordial, while the economy CORACLE range, which offers excellent value for money includes Orange and Lemon Squashes along with Low Calorie Orange and Lemon Fruit Drinks.







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