

Aitch will be at Scotmid Leven Street on Saturday to meet his fans

Award-winning artist Aitch will be in Edinburgh for a fan meet-and-greet at Scotmid's flagship store on Leven Street on 24 August.

In early 2023, Harrison Armstrong, known as Aitch, struggled to make the change from his fizzy drink addiction to drinking more water despite overwhelming education on the importance of hydration. He found that he was not alone. Scotmid says that Gen-Z buys more soft drinks than any other age group.

In 2022 68.5% of Gen-Z relied on a soft drink while they were on the go with 11-18 year olds consuming an average of 234 cans a year.

Frustrated with the lack of credible alternatives in the market and recognising something needed to change, he set out to create a solution in SYPS – a range of drinks which have all of the flavour standard and fizz sensation of a fizzy drink but none of the sugary downside. And it's water so it helps with his hydration goals, guilt free.

Harrison "Aitch" Armstrong, Founder of SYPS said: "I've always had a great time performing in Scotland. You lot know how to bring the energy! I'm really excited to celebrate the SYPS partnership with Scotmid and meet as many fans as possible in Edinburgh."

Steven Addison, Category Manager at Scotmid, said: "It's not

every day that you have an award-winning artist in your store, so this is very exciting! Part of our ongoing commitment is to deliver choice, innovation and opportunity through new products, so it's great to see our customers respond so well to SYPS. Aitch and SYPS gives customers another reason to visit Scotmid!

Aitch will be visiting Scotmid's flagship store on Leven Street on Saturday 24 August, starting at 2pm until the queue closes at 3pm.


The first 50 people in the queue to meet Aitch will receive a limited edition signed Aitch poster and the first five people will receive a limited edition signed SYPS gift box. To meet Aitch, fans will have to buy a can of SYPS on the day from the store.

A man with short hair and a denim jacket is sitting on a couch, holding a red can of SYPS Strawberry Pizzy Mint Sugar Free 330ml. He has a slightly pouting, playful expression. The background is a simple wooden headboard and a light-colored couch.


SYPS

HELLO

SCOTLAND

 **2PM**
QUEUE CLOSES 3PM

 **LEVEN STREET
EDINBURGH**

 **24.08.24**

Scotmid 