

LONDON, ENGLAND, December 04, 2013 **/24-7PressRelease/** -- "Lifts Any Mood" TV adverts are part of the brand's 'Tropicalise Your Food' campaign and will be launched from the end of November and run through to January. The TV adverts also feature the brands recently launched range of authentic Caribbean sauces which includes the Great Taste Award 2013 winner Crushed Red Chilli Sauce, as well as its Jerk BBQ sauce.

Saad Saraf, CEO of Medireach said, "We are really excited to work with Tropical Sun as it's a fun and flag-bearer brand for the sector. Our team really enjoyed working with the brand very closely in every step of the production process."

The TV campaign is being amplified and supported with outdoor billboards in key areas across London, Birmingham and Manchester backed by London buses and underground stations and will be managed by Tropical Sun Foods.

Mediareach possess long-standing expertise in connecting brands with hard to reach audiences and extensive experience in managing full-service integrated B2C and B2B strategies for range of clients.

1. Mediareach Advertising has been serving diverse clients in many different sectors for about 26 years. At Mediareach, being different is our thing! We understand that every culture and every person is different so, surely it doesn't make sense to target everyone in the same way, does it? Mediareach builds stronger, deeper and more meaningful relationships between consumers and brands, that lead to increased sales and market share. For more information, please visit <http://www.mediareach.co.uk>.

2. Tropical sun is part of Wanis International Foods portfolio. Over the past 45 years Wanis has built up its expert knowledge of the Ethnic food and drink market and represents a number of major brand owners in the Afro-Caribbean food sector. Products imported by Wanis are distributed throughout Europe and have a strong appeal to their core market, displaying heritage and provenance. Tropical Sun brand is a range of authentic African and Caribbean food and drink products, that epitomizes the true and original taste of Africa and the Caribbean. Tropical Sun brings together and unifies over 100 distinct ethnic products, which appeal to both a core Afro-Caribbean audience and also has now extended to the developing mainstream arena. Tropical Sun has been developed over a period of 20 years and has now become the flag-bearer of the sector. Well established within the Independent sector, Tropical Sun has more recently benefited from the growth in World foods in the main supermarkets. For more info please go to <http://www.tropicalsunfoods.com>.