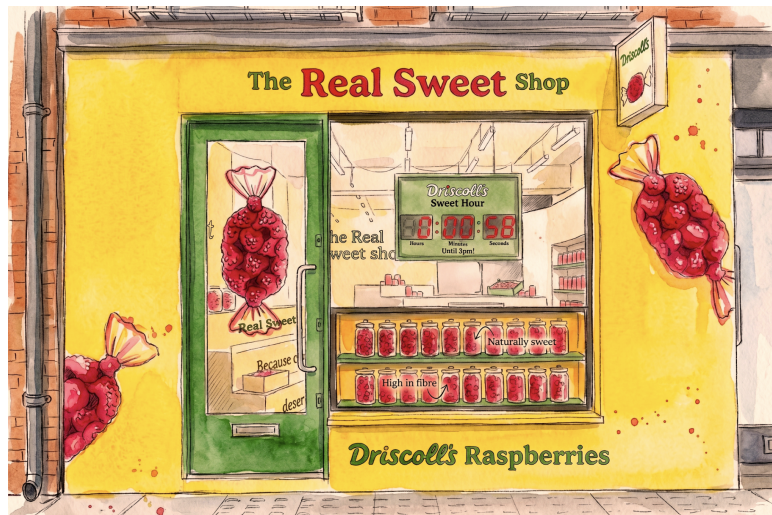


FREE SWEET TREATS: DRISCOLL'S OPENS 'THE REAL SWEET SHOP' IN SOHO

- Free naturally sweet raspberries packed with fibre to help Londoners tackle their 3pm sugar cravings.
- Open daily from 3pm-6pm, Tuesday 22nd - Thursday 24th September.



Driscoll's, the UK's leading berry company, is opening **The Real Sweet Shop** - a first-of-its-kind pop-up bringing a fresh twist on the British sweet shop, with something a little different: naturally sweet, juicy raspberries that are high in fibre.

As afternoon fatigue hits the capital, **Driscoll's The Real Sweet Shop** in Soho is open for three days only between the hours of 3:00pm - 6:00pm, serving complimentary, deliciously sweet Driscoll's raspberries to help Londoners upgrade their afternoon snack routine.

New research commissioned by Driscoll's reveals that **1 in 4 Brits (25%)*** hit their lowest energy point between 3:00pm and 4:00pm, with half reaching for biscuits, cakes, or packaged confectionery. To prove that satisfying a sweet tooth doesn't require compromise, Driscoll's is taking over **Chin Chin Ice Cream, 54 Greek Street in Soho** to give away hundreds of naturally sweet punnets that are a great source of your daily fibre.

Over 100 years of obsessive natural breeding for exceptional sweetness and flavour means only the finest raspberries carry the Driscoll's name. And with The Real Sweet Shop arriving at the height of September's peak harvest, Londoners can get their hands on some of the best raspberries of the year - proving that nature has already crafted the ultimate afternoon treat.

The Experience

Each day, the clock will countdown to **'Sweet Hour' at 3pm**, when the shop opens its doors and visitors can get their hands on fresh Driscoll's raspberries, as well as Driscoll's raspberries served on top of naturally honey-sweetened frozen yoghurt, made with Greek yoghurt and kefir.

Visitors can also take a spin on the **Raspberry Roulette** wheel, to spin-to-win a selection of prizes including punnets of Driscoll's raspberries, **Le Creuset Food Flasks** and **Morrisons food vouchers**.



"Afternoon sweet cravings are completely natural, but people often default to sugary snacks out of habit. Raspberries provide a fantastic naturally sweet alternative. High in dietary fibre and naturally low in sugars, fresh raspberries offer real sweetness alongside essential plant nutrients, making them a delicious daily swap." **Sophie Medlin, Consultant Dietitian at CityDietitians.**

Driscoll's The Real Sweet Shop
54 Greek Street, Soho W1D 3DS

Tuesday 22 September - Thursday 24 September
Only open from 3pm-6pm

For further information please contact Bacchus Agency
driscolls@bacchus.agency

[IMAGE LINK](#)

NOTES TO EDITORS

About the Data (*)

Survey findings derived from consumer research conducted via OnePoll examining 2,000 UK adults' workplace energy levels, afternoon snacking habits, UPF awareness, and fresh produce preferences in September 2026

About Driscoll's

Driscoll's is the global market leader in fresh strawberries, blueberries, raspberries, and blackberries. With over 100 years of farming heritage, Driscoll's is a pioneer in berry flavour innovation and is committed to providing "Only the Finest Berries" to consumers year-round across the globe. Through its exclusive berry varieties, Driscoll's continues to set the standard for quality and taste in the berry industry. [@driscolls.uk](https://www.driscolls.uk)

Driscoll's raspberries (RRP: £3.00) are sweet, juicy and perfect for snacking. They are naturally sweet and high in fibre. Cultivated for taste without compromise.