

World-Famous Theme Parks Alton Towers and Legoland UK Introduce Tasty, Sustainable and Instagrammable Edible Straws

SALFORD, LANCASHIRE, UNITED KINGDOM, April 2, 2023

[/EINPresswire.com/](https://www.einpresswire.com/) -- [Alton Towers](#) and [Legoland](#) UK, two of the UK's most popular and iconic theme parks, is excited to announce their partnership with www.ediblestraws.com to bring their guests a deliciously nostalgic and sustainable alternative to single-use plastic straws. Following in the footsteps of Disneyland and numerous cruise lines, visitors to Alton Towers and Legoland will now be able to enjoy their cold beverages with a choice of chocolate, vanilla, lime, or strawberry-flavored [edible straws](#).

The decision to introduce these edible straws stems from Merlin Entertainments Group's commitment to offering customers a fun and environmentally-friendly experience. The parent company of both theme parks, Merlin Entertainments Group, understands the importance of reducing the environmental impact of their parks, and as a result, has introduced this unique, eco-conscious, and Instagram-worthy product.

As the world moves towards more sustainable practices, the introduction of these edible straws serves as an innovative and appetizing alternative to conventional plastic straws, which can take hundreds of years to decompose. By replacing single-use plastic straws with these delectable and environmentally friendly options, Alton Towers and Legoland UK are contributing to a cleaner and greener planet for future generations.

Unlike the typical pasta or rice straws that can be dry and tasteless, these edible straws evoke



memories of sweet candy necklaces and candy sticks from childhood. Made with high-quality, gluten-free ingredients, the straws last for over 40 minutes in a cold drink without contaminating the flavor or color. This ensures that guests can enjoy a satisfying drinking experience while making a positive impact on the environment.

Key Features and Benefits of Edible Straws:

Range of Delicious Flavors: Chocolate, vanilla, lime, and strawberry flavors provide guests with a variety of tasty options that cater to different preferences. This encourages guests to try out different flavors and create a unique experience for themselves.

Gluten-Free: The straws are made from gluten-free ingredients, making them suitable for those with dietary restrictions. This ensures that all guests can enjoy this environmentally friendly alternative without worrying about potential allergens.

Long-lasting: The straws maintain their shape and texture for over 40 minutes in cold beverages, ensuring an enjoyable and functional drinking experience. This durability means guests can take their time to enjoy their drinks without the straw losing its effectiveness.

No Contamination: The straws do not alter the taste or color of the drink, allowing guests to savor their beverages as intended. This is particularly important for guests who appreciate the authentic taste of their chosen beverage.

Nostalgic and Fun: Inspired by the sweet treats of childhood, these edible straws bring a sense of nostalgia and enjoyment to any cold beverage. The inclusion of these straws in theme parks helps to create a fun and memorable atmosphere for guests of all ages.

Environmentally Friendly: By choosing these edible straws, guests contribute to reducing plastic waste and promoting a more sustainable future. This aligns with the Merlin Entertainments Group's commitment to environmentally responsible practices and the global shift towards eco-



7 Amazing Flavours



A sustainable sip

friendly solutions.

Instagrammable: With their vibrant colors and unique concept, these straws are perfect for sharing on social media, making for unforgettable memories. As a result, Alton Towers and Legoland UK can expect an increase in social media engagement and the promotion of their sustainable initiatives.

The edible straws have already made waves at Disneyland and on various cruise ships, garnering praise for their tastiness, sustainability, and the delightful touch they add to the overall experience. The Merlin Entertainments Group aims to provide a similar level of excitement and enjoyment to the guests of Alton Towers and Legoland UK.

"At Alton Towers and Legoland, we strive to create memorable experiences for our guests while reducing our environmental footprint," said a spokesperson for the Merlin Entertainments Group. "The introduction of these tasty, sustainable, and visually appealing edible straws is another step in that direction. We are proud to partner with www.ediblestraws.com and look forward to the positive impact this will have on our guests and the environment."

As Alton Towers and Legoland UK continue to focus on providing exceptional experiences and services to their guests, the introduction of these edible straws demonstrates their commitment to innovation and sustainability. Visitors can now enjoy a delicious and eco-friendly way to enjoy their cold beverages, knowing they are contributing to a greener and more sustainable future.

For more information on edible straws, visit www.ediblestraws.com.

About Alton Towers and Legoland UK

Alton Towers and Legoland UK are two of the most renowned theme parks in the United Kingdom, offering thrilling rides, attractions, and events for families and thrill-seekers alike. Owned by the Merlin Entertainments Group, the parks are dedicated to delivering unforgettable experiences while maintaining a strong commitment to sustainability and environmental responsibility.

With their diverse range of attractions, Alton Towers and Legoland UK have become synonymous with fun, adventure, and quality family time. These parks not only offer exciting rides and attractions but also showcase a wide array of educational and entertaining events, such as live shows and character meet-and-greets. By introducing these innovative edible straws, both theme parks reaffirm their commitment to creating an unforgettable and environmentally responsible experience for their guests.

About Merlin Entertainments Group

Merlin Entertainments Group is a global leader in location-based entertainment, operating over

130 attractions across 25 countries. With a diverse portfolio of iconic brands, including Alton Towers, Legoland, Madame Tussauds, and SEA LIFE, Merlin Entertainments is committed to delivering memorable experiences while prioritizing sustainability and reducing their environmental impact.

The company continually seeks innovative ways to enhance the guest experience while promoting sustainable practices. The introduction of edible straws at Alton Towers and Legoland UK is a testament to their dedication to environmental responsibility and enhancing the overall enjoyment of their guests.

About www.ediblestraws.com

www.ediblestraws.com is a leading supplier of sustainable, innovative, and delicious edible straws. Their mission is to provide a fun, environmentally friendly, and tasty alternative to single-use plastic straws, contributing to a cleaner and greener planet for future generations.

Keith Wearing
Edible Straws
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/625692670>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.