



VIMTO THIRSTY FOR MORE GROWTH WITH SPORTY BOTTLE AND PACKAGING REDESIGN

The launch of a new-look 500ml Still Vimto bottle to attract teens 'on the go' signals the introduction of a vibrant new packaging design for the brand, set to be rolled out across the entire portfolio in 2011.

The new Vimto Still 500ml bottle, available to the trade from January, has curved contours for easy grip, ridges at the neck and a sportscap to make 'on the go' drinking easier for the brand's energetic teen target audience. Research suggested that teens would be 65% more likely to purchase Vimto in the new sportscap bottle versus the previous design featuring a wide mouth and screw top.

The new 500ml bottle will be available through all trade channels in standard and 95p Price Marked Pack with a special '12 for 10' outer offer available to independent retailers within the Wholesale channel.

Vimto is supporting the launch with a nationwide telesales drive, themed Point of Sale material in-depot including totems and posters and the distribution of free Point of Sale kits for retailers, which include dump bins, wobblers, shelf strips and fridge stickers.

The new-look bottle introduces a bold new evolutionary pack design that will soon feature across the entire Vimto range. Extensive research among the brand's core target audience shows the cleaner, modern and dynamic V-shaped Splash design increases the message that Vimto is refreshing, emphasises fruit content which, in turn, better communicates Vimto's taste. The research suggested the new design would encourage lapsed and non- users to try the brand, driving trial and penetration, whilst making existing drinkers feel closer to the brand.

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Vimto's Senior Brand Manager, Emma Hunt said: "Our brand repositioning to target the teen market has been a tremendous success as Vimto continues to grow in volume and value. We are keen to make sure our offering and image always hits the mark and we're confident that the new-look 500ml Still bottle and packaging redesign will create more trial and awareness and give retailers even more confidence to stock Vimto."

Vimto 500ml Still is available in Original flavour.

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Notes to editor

- The Vimto brand has reached its highest ever value of £53.9m, with sales up 22.7% YOY(Nielsen, Total Coverage MAT 27.11.10)
- The brand has **doubled in size** in five years and grown for the past **21** consecutive months.
- In Grocery Multiples, the Vimto brand is now worth £38.9m , growing at a rate of +25.7% YOY , and in Impulse, the Vimto brand is now worth £15m, growing at a rate of 15.7% YOY (Nielsen MAT 27.11.10).
- Vimto brand penetration is now at **17.8%**, which equates to **4.5m** households in the UK and is a YOY growth of **24.5%.***

Sources: *Kantar Worldpanel MAT 05.09.10

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