



**EVEN MORE
SERIOUSLY
MIXED UP
FRUIT**

18 March, 2011

CHERRY VIMTO SUCCESS BOOSTED BY NO ADDED SUGAR RANGE

The success of Cherry Vimto has led to the nationwide launch of its first No Added Sugar products.

The extension to the Cherry Vimto range, which was introduced last year (February 2010) aims to encourage even more trial and build on Vimto's heavyweight investment since its launch, to create consumer demand particularly with the brand's teen target audience.

Now accounting for 25% of the 1.95million new shoppers who have purchased the Vimto brand in the last year¹, Cherry Vimto is growing the soft drinks category with 53% of its sales being completely incremental, which shows that shoppers are adding it to their usual purchases. It has also introduced completely new buyers to the Vimto brand, with a third of those who buy it for the first time repeat buying².

Cherry Vimto No Added Sugar has initially been launched exclusively within the Multiple channel as a 1 Litre Cordial and 2 Litre Carbonate.

Vimto Senior Brand Manager Emma Hunt said: "Creating No Added Sugar options for Cherry Vimto enables retailers to offer shoppers better choice for a range in demand. This enables Cherry Vimto to make an even bigger impact by appealing to more people who prefer healthier options. We are confident that it will increase Vimto's overall share of the market, particularly given our Original NAS sales are growing by 14% year on year³."

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Issued by Smarts on behalf of Vimto Soft Drinks

For further information please contact Emma Diamond or Suzanne Clark on 0141 222 2040 or e-mail emma.diamond@smarts.co.uk / Suzanne.clark@smarts.co.uk

¹ Kantar WorldPanel 52 w/e 26.12.10, based on a 2yr continuous panel.

² Kantar Worldpanel MAT 26.12.10

³ Nielsen Total Coverage MAT 22.01.11