

## MUSICAL ENTREPRENEUR LEVI ROOTS TO STRIKE A CHORD WITH STONELEIGH RETAILERS

Following the launch of his new soft drinks range, Levi Roots will be appearing at the Nisa-Todays show at Stoneleigh.

The entrepreneur who has just unveiled a range of fruit juice and fizzy fruit drinks will be meeting retail and wholesale customers on the Vimto Soft Drinks stand from 11am – 3pm on Wednesday 6<sup>th</sup> April. There will also be the chance for delegates to win personally signed copies of his new business book 'You Can Get It If You Really Want'.

The Levi Roots range is the latest edition to the Vimto Soft Drinks growing brand portfolio. The unique range Caribbean-inspired soft drinks was developed by Levi Roots and Vimto Soft Drinks to add a bit of colour, fun and sunshine into the UK's £6.1bn soft drinks market and to provide a solution for both retailers and consumers to the growing popularity of all things Caribbean. Levi and Vimto Soft Drinks are both known for doing things differently providing the right ingredients to join forces and create a recipe for success.

One of the nation's best loved personalities and entrepreneurs, Levi Roots, currently has a brand portfolio estimated at £30m. His new fizzy drinks range includes Fiery Root Ginger Beer with Lime 'n' Honey, which is made with Jamaican ginger extract, and Caribbean Crush, which is a tropical blend of mango, grapefruit and pineapple. Both flavours will be available in 500ml PET bottles and 330ml cans through the Impulse channel to support independent retailers and forecourts. There will also be 2 litre packs of each product available in cases of 8.

During the Stoneleigh show Nisa retailers will be able to get their hands on a free case of Levi Roots 500ml bottles of fizzy Caribbean Crush or Fiery Ginger Beer with Lime 'n' Honey with every purchase of 3 cases.

As well as its newly licensed Levi Roots brand at Stoneleigh, Vimto Soft Drinks will be showcasing its flagship brand, Vimto and recent success Sunkist during both days on stands 93 and 94 and offering great value show specific volume deals for Today's Wholesalers.

Both Vimto, including the Cherry variant and Sunkist have achieved fantastic growth in the past year and are significantly outperforming the market. With more marketing investment than ever planned in 2011 in order to drive trial and awareness, the success is set to continue.

### **Vimto**

This will be an opportunity for delegates to find out more about Vimto's new 500ml Still Sportscap Bottle, which was launched to the market to appeal to energetic teens 'on the go'. Research suggested that teens would be 65% more likely to purchase Vimto in the new Sportscap bottle versus the previous design. Available in standard and 95p Price Marked Pack, there will be a 'Buy 3 cases, get 1 free' deal on the bottle at the show.

Vimto is now worth a massive £55.1m, growing at a rate of 18.9% YOY\*. It is currently the fastest growing soft drinks brand in the UK (Top 25)\*\*, significantly outperforming the growth of the total soft drinks market.

This summer, Vimto is stepping up its marketing investment by 20% with a campaign that has already attracted 1.1million new households to the brand in the last 12 months. The new £6.5 million marketing campaign will feature heavyweight national TV and radio advertising and an extensive digital campaign across key teen websites, Facebook and other forms of social media.

The brand has also been given a makeover with a bold new evolutionary pack design that features across the entire Vimto range. Extensive research among the brand's core target audience showed 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.

### **Cherry Vimto**

Retailers will also be able to find out more about Cherry Vimto, a range that, in less than twelve months, has already established itself as the drink of choice with a strong and loyal celebrity and teenage fan base. The success is set to grow in 2011 with Cherry Vimto making its debut in TV and online advertising as part of Vimto's multi-million marketing campaign.

The Cherry Vimto brand is also growing the soft drinks category with 53% of its sales being completely incremental, showing that shoppers are increasing their buying range to include Cherry. Cherry Vimto has also introduced completely new buyers to the Vimto brand, with a third of those buying it for the first time repeat buying\*\*\*.

To build on the success of Cherry Vimto over 2011, Vimto Soft Drinks will be developing the range to include a No Added Sugar version. Cherry Vimto will feature in the 2011 TV advert and will also benefit from targeted sampling activity to drive more trial and support which will help retailers looking to provide better choice on brands in demand.

### **Sunkist**

Sunkist will be unveiling new Sunkist 500ml bottles in its popular Orange and Summer Fruits flavours in time for the key summer trading season. The Sunkist 500ml packs are available from May. The brand will also be bringing a bit of fun and sunshine to Stoneleigh with the brand's beachwear-clad models providing sampling of the fruity range at the show.

Sunkist offers retailers the chance to stock a full range of great value flavours from one, well-recognised brand at a very competitive price to provide great profit margins. As an internationally recognised brand with a bright and colourful surf look, which is a nod to the brand's Californian heritage, Sunkist has achieved huge acclaim amongst its youthful target audience. Orange & Passion Fruit, Summer Fruits and Lemon & Lime flavours were added to the existing portfolio of Orange, Lemon and Tropical to offer an appealing fruity variety to consumers. Previously available exclusively in Makro the Lemon & Lime flavour has now been unleashed nationwide.

2011 will see an even bigger buzz with around the Sunkist brand. As well as a continued every day low price, there are extensive consumer and trade marketing campaigns planned for the rest of the year.

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Sources: \*Nielsen Total Coverage MAT 19.2.11; \*\*Nielsen Total Soft Drinks (Top 25 Brands) MAT 19.2.11 \*\*\*Kantar Worldpanel MAT 26.12.10