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PANDA REFRESHES RANGE TO RESPOND TO MUMS' HEALTH PERCEPTIONS

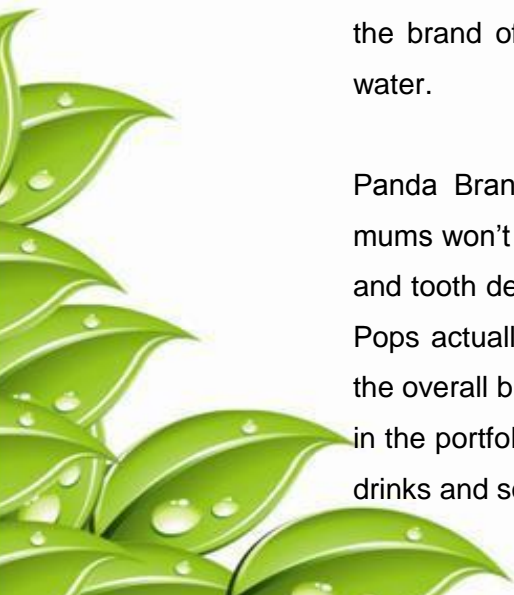
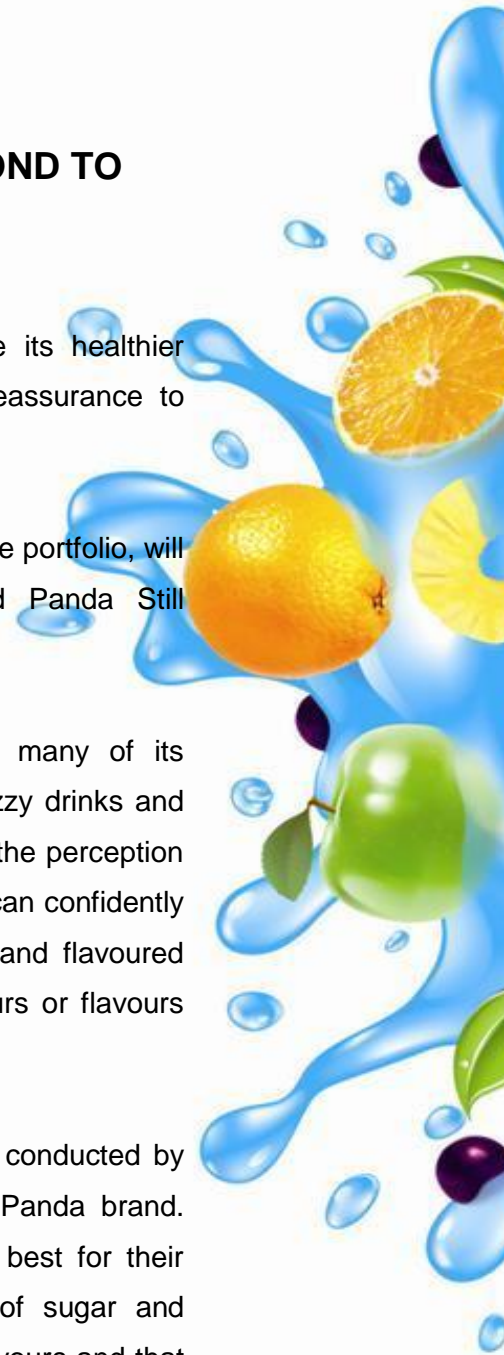
Kids' brand Panda has refreshed its range to reinforce its healthier credentials within the soft drinks market and to offer reassurance to mums purchasing soft drinks for their children.

From the end of January, Panda Pops, the fizzy option in the portfolio, will be discontinued; leaving Panda Still Juice Drink and Panda Still Flavoured Water making up the range.

Despite Panda Pops having healthier ingredients than many of its competitors, Panda recognised Mums concerns around fizzy drinks and the impact that having a fizzy drink in the portfolio had on the perception of the brand. By removing Panda Pops, the Panda range can confidently promote the healthier credentials of its still juice drinks and flavoured waters, which contain No Added Sugar, no artificial colours or flavours and no aspartame.

The move by Panda was in response to recent research conducted by Panda that showed that both mums and kids love the Panda brand. Mums recognise that the brand helps them to offer the best for their children, keeping them hydrated without the inclusion of sugar and aspartame in the products. Kids love the great range of flavours and that the brand offers a much more appealing, tastier choice compared with water.

Panda Brand Manager, James Nichols said: "Market research shows mums won't buy kids carbonates because of their concerns around sugar and tooth decay, obesity and aspartame*. While the credentials of Panda Pops actually met all of these requirements we found that confidence in the overall brand was called in to question simply by having a fizzy variant in the portfolio. Parents prefer to buy their children water and juice based drinks and so we are catering to these preferences.





“We want to continue to develop the Panda brand to demonstrate that we offer the preferred choice for both children and mums. We will focus on the juice and flavoured water ranges, which provide exactly what parents are looking for, have a taste kids love and a very competitive price point for consumer and retailer.”

Panda will continue to be available in 330ml bottles as a Still Juice Drink in Orange, Raspberry and Blackcurrant flavours and Flavoured Water in Orange & Pineapple, Apple and Blackcurrant. The brand is available nationwide through Asda, Morrisons and Sainsburys in 6 packs.

The updated Panda range follows the launch of a new identity for the brand, from cute and cuddly to a cooler, image which aims to capture a wider age group. This was supported by a new website to educate Mums about the ingredients used within the range

ENDS

***Source:** Milward Brown, May 2010

Panda is available in the following flavours:

Panda Still Flavoured Juice

Flavours: Orange, Raspberry, Blackcurrant

Availability: 330ml Singles are available through selected Cash & Carries for Independent Retailers and the 330ml 6-pack is available at Asda

Panda Still Flavoured Water

Flavours: Orange and Pineapple, Apple, Blackcurrant

Only available in 330ml 6-pack at Asda, Morrisons & Sainsburys

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