

VIMTO SOFT DRINKS CELEBRATES MOST EXCITING YEAR TO DATE WITH LAUNCH OF LEVI ROOTS RANGE!

Vimto Soft Drinks will be showcasing the latest addition to its growing brand portfolio at this year's Pro-Retail show - the Levi Roots range of Caribbean-inspired soft drinks.

The unique range 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.

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.

Visit stands G36 and G38 to discover what is exciting soft drinks fans all over the country!

Vimto

Flagship brand Vimto is now worth a massive £54.7, growing at a rate of 20% 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.

A new-look 500ml Still Vimto bottle was launched this year to attract teens 'on the go'. The new bottle has fantastic on shelf standout, curved contours for easy grip 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. 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.

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

In less than twelve months Cherry Vimto 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 for it. 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 through NPD and innovation with the introduction of a No Added Sugar version. In addition to it featuring in the advertising, Cherry Vimto 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

Following the re-launch of the Sunkist brand in 2010 with a new logo, a complete packaging redesign and extension of the portfolio through the introduction of new flavours; sales of Sunkist have boomed, with growth in triple digits in 2010.

Sunkist is an internationally recognised brand and its new, bright and colourful surf look, which is a nod to the brand's Californian roots, has resulted in huge success 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. Sunkist offers retailers the chance to stock a full range of great value flavours from one, well-recognised brand at a very competitive price.

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 as well as the launch of a new 500ml bottle range in May.

Visit the stand to see Sunkist's exciting packaging, try the product and be part of the Sunkist success story.

Levi Roots

One of the nation's best loved personalities and entrepreneurs, Levi Roots, is building on his £30m brand by teaming up with Vimto Soft Drinks to unveil an exotic blend of Caribbean flavours for the soft drinks market.

The range of fizzy drinks and fruit juices features a combination of authentic Caribbean fruits and flavours that have been given that extra 'twist' by Levi to create unique products that set it apart from the rest of the market. It hits the market at the perfect time to capitalise on consumers' growing thirst for the exotic fruit flavours included in the range, making it a great profit opportunity for retailers.

The fruit juice is being launched in 1Litre Tetra cartons for ambient fixtures in three flavours: Orange, Papaya 'n' Lime, Blood Orange 'n' Pomegranate and Spicy Reggae Reggae Tomato Juice.

The fizzy 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 8 pack cases.

With a new book released and a nationwide concert tour underway, Levi Roots will continue to have a high profile with consumers, which will encourage trial of the new soft drinks range. Consumers already love the taste of the Caribbean and the story behind the brand and the man, making the range a great way to offer shoppers innovation and variety.

Sources:*Nielsen Total Coverage MAT 22.01.11; **Nielsen Total Soft Drinks (Top 25 Brands) MAT 22.01.11; ***Kantar Worldpanel MAT 26.12.10