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VIMTO LAUNCHES NEW CORDIAL DESIGN TO STRENGTHEN BRANDING

Vimto has redesigned its entire cordial range to strengthen its brand visibility as part of an audit into packaging across its portfolio.

Research carried out by Vimto Soft Drinks revealed that consumers like Vimto's distinctively shaped cordial bottles and the new improved bottle design retains and builds on those recognisable features.

Each of the new bottles has been embossed below the neck with a tactile fruit garland detail and the Vimto brand name to create a distinctive design that is unique to Vimto.

The new look cordial packaging also includes the innovative new 2L 'squound' bottle, which has a reduced height allowing it to be more shelf efficient in trade and at home. Its softly squared edges also make the family size bottle easier for consumers to grip and pour.

Vimto Senior Brand Manager, Emma Hunt, commented: "We looked at our packaging across the portfolio and decided to change the design of the cordial bottles to make them more unique and recognisable to our target market. The new design better communicates Vimto's unique flavour and brand identity.

"We also listened to feedback from customers and now the 2litre bottles are easier to stock and merchandise. The improvements to the bottles also make them easier for consumers to use and store."

The new Cordial bottle design is the latest in a series of improvements made to the Vimto Soft Drinks portfolio, which also saw the launch of a new outer case format for the Vimto pouch and a new Vimto RTD 250ml tetra pack to replace the prisma carton.

ENDS



Notes to editors

- The Vimto brand is now currently worth £48.1million, having doubled in size in seven years and grown for the past 15 consecutive months. **(Source: A.C Nielsen, Total Coverage MAT brand value w.e. 15.5.10)**
- Vimto value is growing in all its categories at +10.1% in Ready to Drink, +27% in Cordials and +37.1% in Carbonates. Vimto is currently the fastest growing Flavoured Carbonate of brands over £15m, growing eight times faster than the market. **(Source: A.C Nielsen, Total Soft Drinks MAT value w.e. 15.5.10)**

**Issued by Smarts on behalf of Vimto Soft Drinks.
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