



24 March 2010

## SUNKIST BRAND RE-DESIGN EXPLOITS FLAVOUR GAP

Vimto Soft Drinks has announced the re-launch of the Sunkist brand in the UK with a new logo, a complete packaging redesign and an extension of the portfolio through the introduction of new flavours.

Sunkist, which is licensed and distributed by Vimto Soft Drinks in the UK, is an internationally known brand and has a brand value of over \$2billion worldwide. The new look logo and packaging celebrates the drink's Californian roots and appeals to its youthful target audience.

Summer Fruits, Orange & Passion Fruit and Lemon & Lime flavours, which have been top selling flavours in the Still and Dilutes categories, will be introduced to the existing portfolio of Orange, Lemon and Tropical. The new portfolio will be available in Wholesale nationwide from May and gives independent retailers the chance to stock a wider range of flavours from one, well recognised brand at an extremely competitive price.

Brand Manager for Sunkist, James Nichols, commented: "In its existing format Sunkist is currently in overall growth\*, particularly in the Independents with a growth of 91.8%\*, and we are confident of further growth with the introduction of these new flavours and packaging.

"The new flavours were chosen by looking at popular choices in other categories. For instance, Summer Fruits is a top selling flavour for big brands' cordials and RTDs but there is no fizzy variant currently available. "

The new flavours highlight Sunkist's desire to be known for fruit carbonates rather than simply an orange carbonate brand.

**ENDS**

\*Source: AC Nielsen, Total Coverage MAT 20.02.10

### NOTES TO EDITORS

- The Sunkist portfolio will be sold in the Impulse channel via Wholesale and available to sell as single 330ml cans in outers of 24 and as a 2L bottle in Orange in outers of 6.





- It has been licensed for more than 50 years and has been part of the Vimto Soft Drinks portfolio since 2003.
- Sunkist is the largest carbonated orange brand in the USA.

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

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