



03 March 2010

VIMTO PORTFOLIO CHANGES TO DRIVE VALUE FOR RETAILERS

Vimto has updated its portfolio with the launch of new packaging formats to respond to retailer demand and latest market trends.

Feedback from customers in the wholesale channel has led to the launch of a new outer case format for the Vimto pouch while the leading soft drink has also launched a Vimto RTD 250ml tetra pack to replace the prisma carton.

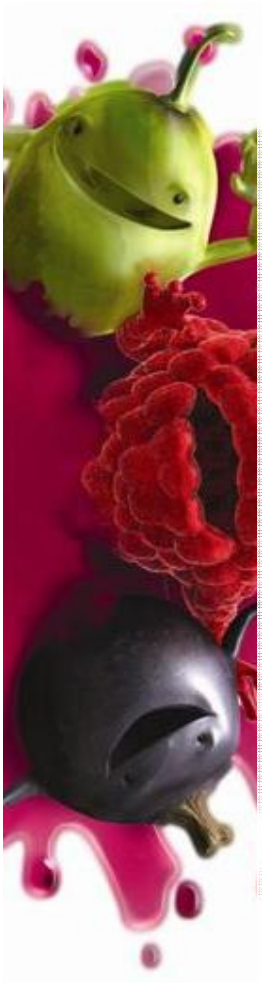
Available to retailers from March 2010, the new look outer pack will now hold 12 pouches and will have a more premium feel to provide greater stand out in depot and better communicate the quality of the product.

The new tetra pack is a more cost effective offering that retailers can sell at a competitive price point to Vimto's core target of 'Value Conscious Gate Keepers' – primarily value conscious mums who are in charge of choosing brands for their children. It is available now to trade through the Wholesale channel in outers of 27 to sell as singles.

Head of Marketing for Vimto Soft Drinks, Neil Gibson, commented: "The new outer pack size of the pouch remains competitively priced to ensure retailers can make good profit margins at the till while the 250ml RTD tetra pack format will keep the product appealing for mums who buy on price.

"We take feedback from our customers seriously and we are committed to making investments to ensure we provide quality products they can stock in confidence."

ENDS



Notes to editors

- The Vimto brand is now worth £44.3m and is significantly outperforming the market, growing at a rate of 24.6% YOY. **(Source: AC Nielsen, Total Coverage MAT 23.01.10)**
- The Seriously Mixed Up Fruit campaign has attracted nearly 900,000 brand new shoppers to the Vimto brand, increasing its penetration to reach 15.2% of GB households. **(Source: TNS Worldpanel Data 52 w/e 29.11.09)**
- Tetra RRP £0.49

Issued by Smarts on behalf of Vimto Soft Drinks.
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