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VIMTO BRAND REACHES £50M MILESTONE

The UK's fastest growing soft drink*, Vimto has reached an historic milestone with brand value exceeding £50m for the very first time.

Vimto is now significantly outperforming the market, growing at a rate of 31.4% YOY* and in the last year alone, an additional 1 million new households have purchased the brand **.

The success is a result of Vimto's biggest ever £6 million marketing investment to support its fully integrated 'Seriously Mixed Up Fruit' campaign together with increased distribution and stronger household penetration. The award winning campaign has boosted Vimto's profile among its teen target audience and comprised of TV, online and radio advertising, digital marketing and nationwide experiential and sampling activity. Vimto has also focused on supporting independent retailers through its trade website www.vimtotrade.co.uk and a series of trade initiatives including case deals and free POS materials.

Vimto's Senior Brand Manager, Emma Hunt, said: "Vimto has achieved its highest ever value and is growing six times faster than the highly competitive soft drinks market*, showing that more consumers than ever are choosing to buy Vimto. Our strong multimedia programme has helped us to reach our teen target audience and the introduction of Cherry Vimto has attracted new consumers to the brand.

"Reaching this £50m value milestone is a fantastic achievement for Vimto and we're excited about developing the brand even further. We are continuing to invest to ensure we're constantly attracting new consumers. We are also very keen to support retailers by providing promotions, special offers, free POS material and advice, which can all be accessed via our trade website www.vimtotrade.co.uk."

Notes to editors

- *Vimto has increased its marketing investment by 20% to £6million in 2010 to make sure demand for Vimto is even bigger than last year.*
- *The launch of Cherry Vimto has added an incremental £1.4 million to the brand since its launch at the beginning of 2010*.*

*Source: Nielsen Total Coverage MAT value w/e 10.07.10. Brands over £40m

** Source: Kantar World Panel w/c 52 w/e 13 June 10

Issued by Smarts on behalf of Vimto Soft Drinks
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