



VIMTO POUCH TAKES ON GROWTH OF 'TEEN POWER'

Vimto Soft Drinks has extended the product portfolio for its flagship brand with the launch of a new RTD pouch, to capitalise on the growing potential of the teen market.

The 250ml re-sealable pouch with funky twist cap has no artificial colours or preservatives and is foil packed for maximum fruity-freshness. The 'squeeze and crush' concept of the pouch and its 'on the go' packaging gives it teen market appeal, making it a desirable product that will help retailers boost sales with this audience.

The pouch, which contains Vimto's famous secret fruity mixture, was developed in response to the growing demand for convenience in both product and packaging in the soft drinks market. With maximum shelf stand-out, trials have shown that kids love the way they can easily use and re-seal the pouch for consumption later in the day.

The trendy pouch hit the shelves in May and will appeal particularly to the kids' "grab on the go" market and the minimal packaging is fully recyclable.

The development of the new pouch was as a result of extensive consumer research carried out by Vimto Soft Drinks in order to reposition the Vimto brand and to increase the relevance of its portfolio to shoppers across all sectors. This research has allowed Vimto to develop a strong understanding of both how consumers shop and what the key drivers are within the independent sector - enabling the company to develop products to meet those needs. 'Teen Power' has been identified as a key driver for the soft drinks market, offering opportunities for growth.

The Vimto brand is now worth £35.5m and is significantly outperforming the market, growing at a rate of 6.3% MAT¹. 2009 will see a 25% increase in the company's marketing investment - activity that will be underpinned by a support plan including TV, radio, press and online media.

Emma Hunt, Senior Brand Manager for Vimto Soft Drinks, commented: "Despite economic conditions, we are committed to investing heavily in the Vimto brand through a strong advertising campaign and with an exciting marketing programme that will inevitably increase demand.

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“The new Vimto pouch will give retailers the opportunity to increase sales in the teen audience so we’d advise that they stock up on our products to reap the benefits at the till.”