

## CONSUMERS FAVOUR SUNKIST'S FLAVOURS



Vimto Soft Drinks has re-launched 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 fruity flavours.

The new look logo and vibrant packaging celebrates the drink's Californian roots and appeals to its youthful target audience. Alongside the existing flavours of Orange, Lemon and Tropical, the new flavours in the range are Lemon & Lime, Summer Fruits and Orange & Passion Fruit.

Retailers can get their hands on 24 packs of 330ml cans and 6 packs of 2L bottles of Orange through the wholesale channel and Lemon & Lime will be exclusively available to Makro customers.

The new flavours in the range have all been top selling flavours in other categories. The great Sunkist range now offers independent retailers the chance to stock a wider range consumers will love from one, well-recognised brand at an extremely competitive price.

