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## CHERRY BOOSTS FORECOURT TRADE FOR VIMTO

An aggressive marketing and distribution campaign in the forecourt channel to target consumers shopping 'on the go' has successfully boosted sales for the UK's fastest growing soft drink, Vimto\*.

Recently released half year results of forecourt trading for the brand reveals that Vimto's year on year value has grown by over 70% with an 88% growth in distribution\*\*.

The major increase in brand presence throughout forecourts has also been boosted through the launch of Cherry Vimto earlier this year which has successfully won distribution in all the major forecourts by creating bespoke promotional activities, trial driving incentives and supplying creative POS materials.

Vimto has gained new national account listings in the Forecourt channel with some of the UK's biggest multiple traders.

Best sellers for Vimto's forecourt customers have been packs from the brand's impulse range including the 500ml Fizzy and Still bottles of Original flavour and 500ml Fizzy Cherry Vimto.

Vimto Senior Brand Manager, Emma Hunt said: "There's been a renewed focus this year to make an impact in the Forecourt channel and it's paying dividends because we have been able to demonstrate that Vimto is in demand and contributes to category growth. Vimto is a unique flavour that's becoming more and more popular thanks to our phenomenally successful 'Seriously Mixed Up Fruit' fully integrated marketing campaign and this gives it the strong selling power needed to suit the forecourt environment."

**ENDS**



## Notes to editors

- Vimto increased its marketing investment by 20% to £6million in 2010 to make sure demand for Vimto is even bigger than last year
- The Vimto brand is now worth **£50.7m** and is significantly outperforming the market, growing at a rate of **31.4% YOY\***
- Vimto has gained a presence in nearly 1million more households in the last year\*\*\*

### Sources:

\*Nielsen Total Coverage MAT value w/e 10.07.10 Fastest selling of brands worth over £40m.

\*\*Vimto Soft Drinks internal data for Forecourt 2009 and Jan-June 2010

\*\*\*Kantar – additional 955,227households w/c 52 w/e 13 June 10 Vs 52 w/e 14 June 09

### Issued by Smarts on behalf of Vimto Soft Drinks

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