

Press Release

9th May 2011



It's Crunch Time...

Robin Barr Brings Back One of His Favourite Flavours

Barr Range's Appleade is making its eagerly anticipated appearance on Scottish shop shelves from 9th May, all thanks to former Chairman, Robin Barr. Robin championed the development and launch of the sparkling apple drink at Barr's as it is one of his favourite flavours!

Throughout the 20th century Barrs has produced fizzy apple juice drinks under a variety of different names including Cider Champagne which was produced in the late 1800s and early 1900s. The original recipe for Cider Champagne was closely followed to produce Barrs new Appleade flavour which will form part of the popular Barrs Range family brand. Appleade is bursting with refreshing apple flavour and packed full of fizz making it – a perfect drink for all the family!

Robin Barr has been at the forefront of the company's plans to bring back this flavour as he had such fond memories of this classic drink from his childhood.

Robin commented;

"As a child I would often choose our fizzy apple juice drink because I always loved the taste. It has had a few different names following on from Cider Champagne over the years like Apple Wine, Cydrap and Sparkling Apple. Appleade is a modern day take on these names. Even though the Barr Range has such a big variety of flavours, I felt that people were missing out on the great taste of apple from my childhood so I wanted to bring it back! It has the same fresh, crisp taste packed full of fizz that I remember and I'm delighted to have it back, I am confident the new Appleade will be a popular addition!"

Following the successful launch of Barrs Cherryade with consumers, Barrs wanted to make more classic flavours available to families, offering them more choice!

Appleade will be available in 330ml cans, and 2 litre bottles from May 2011 and will become the fifteenth flavour in the Barr Range.

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For further information on the launch of Barr Appleade or the Barr Range please contact:

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Notes to Editor

The Barr Range contains fifteen refreshing flavours that appeal to all the family and are available in a variety of pack formats providing great value for money. The Barr Flavours include –

- Cola
- Diet Cola
- Cherryade
- Lemonade
- Diet Lemonade
- American Cream Soda
- Raspberryade
- Limeade
- Ginger Beer
- Shandy
- Orangeade
- Red kola
- Pineapple
- Soda water

Cider Champagne

Cider Champagne, the name given to Barr's original sparkling apple drink, has undergone a number of name changes over the years including Apple Cider, Apple Wine, Cydrap and Sparkling Apple. Although all but one of these names paid reference to alcoholic drinks, no alcohol was present in the recipe. It was common practise by soft drinks manufacturers at the time to use the words 'cider' and 'apple wine' simply to emphasise that it tasted of apples and to use the word 'champagne' to indicate that it was a fizzy drink.