

FOR IMMEDIATE RELEASE

Monday 16th March 2009

STRATHMORE GIVES A NEW TWIST TO FLAVOURED WATERS.

From April 2009 Strathmore will introduce Strathmore Twist, a new range of naturally flavoured great tasting still and sparkling spring waters.

Strathmore Spring Water had an exceptional year in 2008.

Building distribution across all channels and with the introduction of a new label design the brand achieved a +47% Value and +25% Volume growth in Total Take Home and maintained its dominant position as the No1 water brand in the On-Trade gaining an even bigger value share of the category with a +5% value growth versus the total on-trade performance of -1.0% *.

Adrian Troy, Barr's Head of Marketing said:

'The quality and premium position of the Strathmore brand has helped it to perform well ahead of the water market during 2008. Flavoured water represents a massive market opportunity and accounts for 25% of the total water market. Strathmore Twist is a unique, premium positioned, naturally flavoured Scottish water and has the potential to add significant further value to a category which has been under considerable pressure. We know that a significant number of consumers want to drink more water but would prefer to choose flavoured water. Taste is the key here and Strathmore Twist will offer them a light, easy to drink and refreshing alternative'.

Strathmore pioneered the flavoured water category launching the first range of flavoured waters in 1989. Strathmore Twist will be launched across 330ml glass, 500ml and 1.5lt PET packs in three flavours Lemon & Lime, Blackberry & Strawberry and Cranberry & Raspberry.

The product contains a hint of natural fruit flavour with no artificial colours, no artificial flavours and unlike the majority of other flavoured waters contains no artificial sweeteners.

The brand launch will be supported by a heavyweight £1m awareness campaign which will include TV advertising in Scotland during the summer (June & July).

The Strathmore Twist label design builds on the brand strengths of purity, contemporary Scottishness and quality.

* source: Nielsen Total GB On-Premise Value & Volume MAT Nov 2008

For Further Information:

Mark Jephcott, PR Manager, Barr Soft Drinks. Tel: 01204 664200

Email: markjephcott@agbarr.co.uk

NOTES TO EDITORS

The new Strathmore Twist SKU range:

330ml Glass x 2 SKU's:

sparkling Lemon & Lime and Blackberry & Strawberry.

500ml PET x 4 SKU's:

still Blackberry & Strawberry and Lemon & Lime,
sparkling Lemon & Lime and Blackberry & Strawberry.

1.5lt PET x 4 SKU's:

still Blackberry & Strawberry, Lemon & Lime and Cranberry & Raspberry.
sparkling Blackberry & Strawberry.

Strathmore Spring Water is a pure, clear spring water created by nature in a 50 year filtration process through the sandstone layers of the Vale of Strathmore where it is drawn by us from an aquifer deep underground.

Media Buying Agency: PHD North

Creative Agency: The Leith, Edinburgh

The Princes Trust

In 2008 Barr Soft Drinks started a new partnership with The Prince's Trust.

The Strathmore Spring water brand provides The Trusts water requirements for their various fundraising and recognition activities throughout the year and will carry a message of support for The Trust along with their logo on an estimated 50 million packs which will also direct consumers interested in finding out more about their work to The Trust website.

The Trust helps 14 to 30 year olds get a job who are in or leaving care, struggle at school, are unemployed or have been in trouble with the law. It has become the UK's leading youth charity, offering a range of opportunities including training, personal development, business start-up support, mentoring and advice.

Barrs support the work of The Trust by investing in a number of their community programmes across the UK with a particular focus on Scotland.

Barr staff will also engage with the work of The Trust through organising fundraising activities and working directly in the projects that Barrs supports'.

The Prince's Trust - helping to change young lives. For more information go to www.princes-trust.org.uk