



# PRESS RELEASE

*For immediate release*

*19<sup>th</sup> September 2011*

## **'WOOAAAA...THIS FIZZ IS ON FIRE!'**

### **Scotland's Favourite Feels the Burn with Launch of Fiery IRN-BRU**

It's the same great taste of IRN-BRU...but with the heat turned up! Scotland's phenomenal soft drink is set to get tongues tingling this autumn with the launch of its **FIRST EVER** limited edition: **Fiery IRN-BRU**.

For just ten weeks from September, the nation's iconic fizz has been given an injection of fire, thanks to a shot of secret fiery ingredients that give it a phenomenal kick. Fans can look forward to the IRN-BRU taste they know and love – with the excitement and intensity of some added fire!

A dramatic launch staged in Glasgow's George Square today (Monday 19<sup>th</sup> September) saw former A G Barr Chairman Robin Barr pull the first ever bottle of Fiery IRN-BRU from a blazing furnace, in scenes reminiscent of IRN-BRU's legendary 'made in Scotland from girders' past. Assembled fans were then given a first taste of fire directly from Mr. Barr himself.

The limited edition fizz is available from 26<sup>th</sup> September and is set to be one of the hottest products in Scotland as people grab a taste of this unique IRN-BRU with added oomph! And knowing how much Scots love a curry – Fiery IRN-BRU is expected to fly off the shelves.

Robin Barr comments:

*'I was thrilled to unveil the first ever bottle of Fiery IRN-BRU in such dramatic style today. After a wash out summer, I think Scots could do with a bit of extra fire in their belly! We're incredibly excited to see what Scotland makes of our Fiery new drink. Over the years IRN-BRU has become something of a national icon, so we expect it will spark a lot of interest!'*

To celebrate the launch, head to [www.irn-bru.co.uk](http://www.irn-bru.co.uk) for more fiery activity coming soon.

Fiery IRN-BRU is available across Scotland in 330ml cans and bottles.

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## Notes to Editors

A.G. Barr p.l.c.

A .G. Barr plc is the UK's leading independent manufacturer of branded soft drinks with an annual turnover of over £222m. Established by Robert Barr in 1875, the company now produces a large range of soft drinks including IRN-BRU, IRN-BRU Sugar Free, Fiery IRN-BRU Rubicon Exotic juice drinks, BARR Flavoured Carbonates, Tizer, St Clements, D'N'B, KA, Orangina (produced by us under licence from brand owner Schweppes International Ltd), Rockstar energy drink (under a manufacturing and distribution agreement with brand owners Rockstar Inc USA), Findlay's Natural Mineral Water and Strathmore Spring Water. The company employs over 900 people across 11 sites in the UK. Barr Soft Drinks were also the first new Scottish signatory to the 2010 WRAP Courtauld Commitment phase 2 which aims to reduce the carbon impact of grocery packaging, reduce household food and drink and packaging wastes and encourage recycling.

A.G.Barrp.l.c is a public limited company registered in Scotland.  
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