



SOFT DRINKS

NEWS RELEASE

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KA LAUNCHES STILL JUICE DRINKS RANGE

A G Barr is set to boost demand for KA, the no.1 flavoured carbonate within the African and Caribbean communities*, with the launch of a new range of KA Still juice drinks.

The new range will be available in three of KA's best-selling flavours: pineapple, black grape and fruit punch.

Adrian Troy, A G Barr's Head of Marketing, says the new KA range will accelerate growth of a brand that is already one of the UK's fastest-growing soft drinks.

"KA carbonates have doubled in size in the last year and are now worth over £15m at retail. One in four consumers within African and Caribbean communities also drinks still fruit drinks regularly. So the authentic taste and flavours of the new KA stills range are certain to drive significant additional sales and profit from the soft drinks fixture."

Three pack formats will be available, each price-marked. They are 500ml plastic bottle (89p), 288ml carton (49p) and a 1 litre carton (£1.19p).

Trade enquiries: 01204 664295.

* STRC Research Ethnibus August 2010

Ends

For more information, please call Martin Jackson or Alex Preston at MTJ Associates on on 01772 421 442 or email martin@mtjpr.co.uk