



**Another Knockout Flavour from KA
KA Fruit Punch: The first new KA flavour launch for 20 years !**

KA, the most consumed flavoured carbonate in the African and Caribbean communities in the UK * will launch KA Fruit Punch, a brand new taste from the Caribbean, from the beginning of June.

The KA brand worth over £15m at retail value ****, continues to outperform the carbonates market where KA is growing at +26% total GB Value MAT ** and +31% total Impulse Value MAT *** .

KA Fruit Punch will become the 6th flavour in the range and the first new flavour launch for the KA brand in over 20 years. The other KA flavours in the range are KA Black Grape, KA Karibbean Kola, KA Pineapple, KA Mango and KA Strawberry.

Barr's Head of Marketing Adrian Troy said: 'The performance of KA continues to go from strength to strength as the fastest selling carbonate in the African and Caribbean community. If these shoppers are coming into your store then KA is an important brand for you. KA also has the highest rate of brand loyalty with two thirds of KA consumers confirming that KA is their preferred choice*'

KA Fruit Punch will be available in two price marked pack formats: 330ml cans 45p PMP and 2lt PET £1.49 PMP.

The KA Fruit Punch launch is being supported with in-store point of sale material, outdoor media and consumer sampling activity.

In addition to launching KA Fruit Punch the KA brand packaging has been redesigned this year to deliver a fresh, bold new look and greater stand out on shelf to drive incremental sales.

KA was first launched in the 1960's by Kenneth Abbott and the products are based on authentic tasting recipes from the Caribbean. The KA sparkling range offers consumers bold, unique and great tasting Caribbean flavours providing an affordable everyday taste of the Caribbean.

*source: STRC Research ETNIBUS March 2010.

**source: Nielsen

Total Carbonates GB Value MAT to 17.04.10 = +4%

Total KA Carbonates GB Value MAT to 17.04.10 = +26%

***source: Nielsen

Total Carbonates Impulse Value MAT to 17.04.10 = FLAT

Total KA Carbonates Impulse GB Value MAT to 17.04.10 = +31%

****source: A.G.Barr

ENDS

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