



NEWS RELEASE...

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NEW BRAND POSITIONING MAKES IT CLEAR FOR STRATHMORE

Barr soft drinks are set to accelerate the growth of Strathmore, the best-selling water brand in the on-trade*¹, with a major brand re-positioning.

The brand refresh sees the introduction of new pack designs which will launch in June across all SKUs. The new look for Strathmore will introduce the new pack design with the new brand message 'Strathmore – A source of clarity'.

New, eye-catching labels highlight Strathmore's authenticity as a major Scottish water brand where it is sourced from the Vale of Strathmore on the East coast of Scotland. The labels, which will be introduced from June, feature Glamis Castle which lies at the heart of the Vale of Strathmore, rooting the brand in a 'real place'.

New pack sizes will offer more consumer choice and include a new shape 750ml pack and a new handy-sized, 330ml priced and non marked PET pack.

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Strathmore water is the only brand to offer a full range of glass, PET and flavoured water, offering consumers the widest possible choice.

The new look will clearly differentiate the brand from the competitive set, focusing on where Strathmore comes from and how it makes drinkers feel.

"Provenance and authenticity are becoming increasingly important to consumers, particularly in relation to water, as shoppers are increasingly conscious about where the water originates from. In research, Scotland is cited as the best place for water to come from and so allows us to position new-look Strathmore as a great Scottish water from a great Scottish company," says Adrian Troy, A G Barr's Head of Marketing.

New, recyclable packaging, including a new easy grip shaped bottle re-enforces the new brand message, embossed with 'A source of clarity' which is on each pack.

Strathmore is available to the on-trade/HORECA in a variety of pack formats, including 1 litre and 330ml glass bottles and 500 ml PET for all occasions.

(Source* 1: CGA, September 2010)

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Information issued on behalf of A G Barr by MTJ Associates. For more details, please call Martin Jackson or Claire Murgatroyd. For more information, please call 01772 421442. Issue date: May 2011.