

**Monday 21<sup>st</sup> July 2008.**

**For Immediate Release**

**IRN-BRU TO DRIVE SUMMER SALES WITH £2,000,000 FIRST EVER BRANDED GLASS PROMOTION CAMPAIGN**

IRN-BRU, Scotland's favourite soft drink has created the first ever limited edition glass in its 107 year history which will be available in Scotland, in a £2,000,000 consumer promotion campaign, starting on Monday 28<sup>th</sup> July 2008.

The campaign will support Scottish retailers with IRN-BRU's biggest sales driving activity of the summer which will include TV, PR, Radio, Press and on-line activity. IRN-BRU is growing at a phenomenal 7% value year on year and is the fastest selling flavoured carbonate brand in impulse.

The consumer promotion in store is Buy two x 2lt bottles of IRN-BRU Regular or Diet and get a FREE IRN-BRU Glass. The promotion will be available in both the Multiple Grocery and the Independent Retail trade across Scotland. Demand for the IRN-BRU glasses from Scottish consumers is expected to be high and to help retailers capitalise on this limited edition opportunity each glass comes in its own special display box which will be merchandise in high visibility promotional trays in store.

On-trade outlets will also receive stocks of the IRN-BRU glasses to create the 'perfect serve' of IRN-BRU for their customers.

In another first for IRN-BRU two special 10 second TV adverts have been produced to create awareness of the IRN-BRU glass and the promotional offer in store. The advert will run on ITV and Channel 4 in Scotland from 27<sup>th</sup> July to mid August 2008. In classic IRN-BRU style the voice over of the advert has been written entirely in prose inspired by the Victorian era's legendary 'worst ever poet in Scotland', William McGonagall.

Adrian Troy Barrs Head of Marketing said:

'We are very excited about the availability of the first ever iconic IRN-BRU glass. IRN-BRU is Scotland's favourite soft drink and its consumers have a very special relationship with it so we have no doubt that the appeal of the glass will be massive and it will be a must have and much sought after collectors item in Scotland'

The IRN-BRU glass design has been created not only to reflect the brand's iconic and traditional heritage though its sturdy, masculine structure but its ergonomic shape will also make it easy to grip and comfortable to hold. Additionally the embossed areas at the top and the bottom of the glass mirror the same features to be found on the iconic 750ml returnable glass bottle which will create a sense of nostalgia and brand recognition with IRN-BRU consumers.

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For further information please contact:

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## **NOTES TO EDITORS**

### **IRN-BRU GLASS TV ADVERT VOICE OVER POEMS.**

IRN-BRU's ad agency The Leith have made two 10 second TV adverts to create awareness to Scottish consumers of the IRN-BRU Glass promotion.

Each advert has a poetical voice over in the style of 'the worst poet in Scotland' William McGonagall.

#### **Advert 1 V/O:**

**This beauteous glass is free just for you  
When you buy the nectar we call IRN-BRU  
Do not bring it out for the riff-raff please  
Tis only for vicars and VIPs**

#### **Advert 2 V/O:**

**O wonderous glass for the IRN-BRU  
With inferior glasses no longer make do  
Just buy IRN-BRU and the glass is yours, free  
Twill enhance your lounge or conservatoree**

#### **William McGonagall**

William McGonagall was a thick-skinned Victorian Dundonian who paid out his own pocket to put on readings of his own lousy verses and was regularly pelted off stage with rotten fruit. Undeterred, he continued to write and publish terrible poems and left us a huge amount of these to savour. Poems like 'The Tay Bridge Disaster' have become famous in Scotland for being so badly written that they make you laugh out loud.

#### **Promotional Tray**

Glasses are supplied individually boxed in delf merchandising shippers of 36 units.

#### **Promotion**

All Multiple & Independent Grocers will promote the offer as Buy two x 2lt bottles of IRN-BRU Regular or Diet and get a FREE IRN-BRU GLASS with the exception of ASDA whose offer will differ slightly to Buy an IRN-BRU Regular or Diet 2lt TWIN PACK and get a FREE IRN-BRU GLASS.