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For Immediate Release.

## **BARR'S SMART MOVE IN THE ENHANCED WATER MARKET WITH THE RE-LAUNCH OF VITSMART**

Following Barr's acquisition of the Vitsmart enhanced water brand in January this year, the company will completely re-launch the brand with a new formulation, a new vitamin mix and a range of 5 exciting new flavours in new unique shaped 500ml bottles from November 2008.

The Vitsmart brand started the enhanced water category in the UK when it was launched back in 2003. The UK market is now worth \*£16m with a growth of +270% year on year making it the fastest growing category in UK soft drinks and projected to be worth over £150m by 2011.

The re-launch of Vitsmart has focused on blending the right vitamin mix to suit today's consumer needs whilst developing a range of great tasting products. A new wide mouth easy grip 500ml PET bottle with a label that clearly communicates the benefits of the brand has also been developed. The brand identity has been redesigned to deliver a bold brand logo together with a clear communication on the label of what each variant contains.

Each 500ml bottle contains 50% of a consumer's RDA (Recommended Daily Allowance) of 8 essential vitamins and minerals B1, B3, B5, B6, B12, C, D, E. Three of the range have additional ingredients to deliver a specific functional benefit of 'boost', 'recovery' and 'alertness'. In addition to the brand's new vitamin mix Vitsmart's new formulation contains only natural colours, natural flavours and is free from artificial sweeteners and preservatives.

Adrian Troy Barr's Head of Marketing commented:

'In the US the 'enhanced' water category came from nothing in 1996 to where today US consumers are now spending over £1.8bn per year on functional waters and we are really excited about the potential for both the category and the Vitsmart brand in the UK. Vitsmart benefits from the simple product concept of water for hydration, 'good for you' vitamins and great tasting flavour blends all in a one-hit still drink, which UK consumers understand. Our comprehensive re-launch of Vitsmart will ensure that it will be able to drive sales and maintain its position as a leading brand in this category in the years to come'.

The re-launch of Vitsmart will be backed by a £3m national sales and marketing campaign in its first year. The brand will also relaunch its website [www.vitsmart.co.uk](http://www.vitsmart.co.uk). Five new great tasting Vitsmart variants have been developed Raspberry & Acai (BOOST), Orange & Papaya (RECOVER), Key Lime & Kalamansi, Strawberry & Dragonfruit, Pink Grapefruit & Goji Berry (ALERT) all with a recommended retail price of £1.19 in 500ml PET bottles.

\* source: Nielsen: defined vitamin water - £ Sales & Growth – MAT – Total GB.

### **For further information:**

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## NOTES TO EDITORS

The new Vitsmart variant range and vitamin mix.

| Flavour                      | Vitamins (50% of GDA)        | Additional Ingredient            | Benefit       |
|------------------------------|------------------------------|----------------------------------|---------------|
| Key Lime & Kalamansi         | B1, B3, B5, B6, B12, C, D, E |                                  | MULTI-VITAMIN |
| Strawberry & Dragonfruit     | B1, B3, B5, B6, B12, C, D, E |                                  | MULTI-VITAMIN |
| Raspberry & Açai             | B1, B3, B5, B6, B12, C, D, E | 50% RDA Zinc & 25% RDA Magnesium | BOOST         |
| Pink Grapefruit & Goji Berry | B1, B3, B5, B6, B12, C, D, E | Natural Caffeine (100mg/litre)   | ALERT         |
| Orange & Papaya              | B1, B3, B5, B6, B12, C, D, E | Ginseng & Guarana                | RECOVER       |

The functional purpose of the vitamins contained across the range of Vitsmart's new recipes (NB: each individual Vitsmart recipe will contain a selection of the vitamins listed below, see pack for details).

| Vitamin   | RDA in Vitsmart | Functionality  |
|-----------|-----------------|--|
| B1        | 50%             | Converts blood sugar into energy   |
| B3        | 50%             | Converts calories from protein, fat and carbohydrates into energy  |
| B5        | 50%             | Aids breakdown of carbohydrates, proteins and fats into energy   |
| B6        | 50%             | Helps body convert protein into energy   |
| B12       | 50%             | Helps keep the nervous system healthy  |
| C         | 50%             | Helps to heal wounds, prevent cell damage, and strengthens the immune system                                     |
| D         | 50%             | Aids the immune system and helps with bone formation   |
| E         | 50%             | Powerful anti-oxidant which neutralises free radicals that cause tissue and cellular damage.                     |
| Zinc      | 50%             | Good for the immune system, the breakdown of protein, fat and carbohydrate.                                      |
| Magnesium | 25%             | Converting energy from food, cell repair, building strong bones, teeth and muscles, regulating body temperature. |
| Ginseng   | N/A             | Improves circulation, blood supply, revitalises and aids recovery after illness                                  |
| Guarana   | N/A             | Stimulant, antioxidant and antibacterial effects   |