



Monday 18th April 2011.

RUBICON MANGO LIGHT - A LIGHTER TASTE OF THE EXOTIC

The nation's favourite exotic juice drink, Rubicon, has created a breakthrough, low calorie flavour – **Rubicon Mango Light**. The new lighter option still has all the mouth-watering taste of exotic Alphonso mangoes but with 70% less calories and no added sugar.

Rubicon Mango Light is made with the same delicious mango pulp as best-selling original Rubicon Mango and is bursting with the same great flavour. Light juices are becoming more and more popular, so the new option will appeal to those who enjoy all the exotic, real-fruit tastes of Rubicon but prefer a drink with less calories.

Adrian Troy, Head of Marketing at Rubicon, says, "This is an extremely exciting innovation for Rubicon. We've seen the comments from our customers looking for a lighter alternative to Mango original, but we wanted to ensure we created a low calorie option without compromising on taste. We are confident that Rubicon Mango Light achieves this."

Rubicon Mango Light is a perfect accompaniment to meals, great as a mixer in cocktails and mocktails or as quick juicy refreshment on-the-go.

To enjoy a lighter taste of the exotic Mango fruit, try Rubicon Mango Light in still or sparkling today. Available in Morrisons, Asda and local stores, Rubicon Mango Light juice drink is available in 1 litre and 288ml cartons as well as a sparkling version in 330ml cans, 500ml and 2L bottles.

ENDS

For more information please contact:

James Regal / Sarah Belizaire-Butler 020 7343 3108 / 3726

Clarion_rubicon@clarioncomms.co.uk

Notes to editors:

RRP for Rubicon Mango Light:

- 288ml Carton - 59p
- 330ml - 49p
- 500ml - 89p
- 1L - £1.29
- 2L - £1.59

Rubicon is also available in Mango, Guava, Passionfruit, Watermelon, Pomegranate, Lychee, Papaya and Guanabana flavours.