



## **BARR'S NEW PREMIUM 330ml GLASS BOTTLE RANGE**

Barr Soft Drinks announces the launch of a new premium range of 330ml glass bottles in the on-premise sector from early May 2010.

IRN-BRU is the No1 flavoured carbonate brand in on-premise, generating over £31m \* of sales with an annual growth of +2.3% which is ahead of market performance in the sector. To build the brand further in on-premise and accelerate this growth, IRN-BRU will re-launch its Regular and Diet variants with the introduction of a new premium upsized 330ml glass bottle to replace its existing 275ml pack size. IRN-BRU will also be backed by a £15m national sales and marketing campaign which will include a number of key initiatives the first of which will be national TV running throughout the summer as part of a multimedia campaign.

At the same time BARR'S Originals, a range of premium quality traditional carbonate flavours, made without the use of artificial colours, artificial flavours or artificial sweeteners, will also launch a new premium 330ml glass bottle for on-premise in 4 variants: zingy traditional lemonade, cream soda with a hint of raspberry, dandelion & burdock and fiery ginger beer. The BARR'S Originals product range has performed exceptionally well in taste tests with over an 80% preference rating from consumers and will be supported in 2010 with a sampling roadshow and a full promotional programme.

Adrian Troy, Barr's Head of Marketing, explains: ' We know that consumers in on-premise are consistently asking for more interesting soft drinks flavour choices and so there is a real sales opportunity for outlets to increase their range with the right products. Our Barr's Originals range has sold well since we launched them in 2008 and offer a premium product made with high quality ingredients which tastes great. The new Barr's Originals and IRN-BRU 330ml NRGB packs join our existing Orangina 330ml and Strathmore Spring Water 330ml glass bottle packs to create a compelling range of premium products for the on-premise sector'.

Barr's will once again invest heavily in driving sales in the on-premise sector with a full programme of promotional activity supported by point of sale materials and a range of classic cocktail recipe suggestions for Barr's Originals and their other key on-premise brands.

\* Nielsen: Total On-Trade MAT to January 2010.

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