Queen’s baton visits the home of IRN-BRU

The Queen’s Baton Relay has today (23 June 2014) visited the home of IRN-BRU in Cumbernauld where it was carried through the factory’s production hall and into the IRN-BRU Secret Ingredient Room for an exclusive look at where the world famous IRN-BRU secret recipe is created.

The baton received a warm welcome at A.G.Barr HQ from Chief Executive Roger White and over 200 members of staff. This included Barrs driver and salesman John Spence who recently reached a landmark 50 years’ service with the company. Pupils from nearby Westfield Primary School in Cumbernauld also visited the site to join in with the celebrations.

Official batonbearer Tracy Wilson, an employee and prolific charity fundraiser at A.G.Barr, carried the baton into the company’s headquarters. The baton was then passed to former Chairman Robin Barr, who is the fourth generation of the Barr family to have headed up the business. Robin carried the baton on an exclusive tour of the iconic factory, passing the IRN-BRU production lines and through to the IRN-BRU Secret Ingredient Room, where Robin, daughter Julie Barr and one other A.G.Barr board director whose name remains confidential, still create the world famous IRN-BRU secret recipe today.

“2014 is proving to be an inspiring and memorable year for Glasgow, and Scotland as a whole, and everyone at A.G.Barr is incredibly proud to be part of such a landmark event,” said A.G. Barr Chief Executive, Roger White.

“We are hugely proud of our strong roots in Scotland and our long standing Glasgow heritage, which dates back more than 100 years. It was an incredible moment for everyone at the company to welcome the Queen’s baton to our headquarters. Only a handful of people have ever been inside the IRN-BRU Secret Ingredient Room, where IRN-BRU’s secret
recipe is created, and so it felt very fitting to share the heart of IRN-BRU with the Queen’s Baton during this once in a lifetime event."

A.G.Barr will be supporting the Games through its wide portfolio of brands including: IRN-BRU, Scotland’s ‘other national drink’; Rubicon, the UK’s number one exotic juice drinks range; Strathmore Scottish spring water; and Barr, a range of family favourite soft drink flavours.

The Queen’s Baton is visiting 70 countries on a 288 day global journey across the Commonwealth and is currently on a 40 day relay around Scotland before arriving in Glasgow on 23 July for the Opening Ceremony of the Glasgow 2014 Commonwealth Games.

-ENDS-

Notes to editors

· IRN-BRU has been made to an original secret recipe since 1901, containing 32 flavours
· A.G.Barr PLC is the UK’s leading independent manufacturer of branded soft drinks
· A.G. Barr is supporting Glasgow 2014 through four key brands:
  o IRN-BRU - Scotland’s ‘other national drink’
  o Rubicon - the UK’s number one exotic drinks ranges
  o Strathmore - one of the UK’s leading water brands, bottled in the Vale of Strathmore in Angus
  o Barr - Scotland’s favourite range of soft drink flavours

A.G. Barr joins the existing Glasgow 2014 Commonwealth Games family of official sponsors including Longines, SSE, Harper Macleod, Search Consultancy, Ernst & Young, Atos, Dell, Toshiba TEC and RGS UK.

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