



## VIMTO WINS INNOVATION AWARD FOR TEEN POUCH

Growing soft drinks brand, Vimto, has won the Food North West Award for Innovation for its new re-sealable pouch product, which was launched to market in May this year.

Vimto beat five other shortlisted companies to win the Award at the prestigious FoodNW Awards 09, held at Manchester's Hilton Hotel on Thursday, 25<sup>th</sup> June.

Vimto's 250ml re-sealable pouch was recognised for its relevance to the teenage market, and its reduced environmental impact– as the fully recyclable pouch uses less packaging than conventional packs and is more efficient to transport – thereby reducing Vimto's carbon footprint.

Jonathan Bye, Managing Director of Vimto Soft Drinks, said: "It is fantastic to receive any award, but one for NPD so soon after the launch of a product is a notable achievement. I would like to congratulate all those involved with the launch, of which there are many, as this accolade is a great example of what can be achieved by a united team effort."

Developed to appeal to teenagers who drive a vast proportion of out-of- home soft drinks consumption, the Vimto pouch combines the great taste of Vimto with a convenient and easy-to-use packaging format. The introduction follows extensive consumer research to understand shopper needs and ensure the relevance of the Vimto portfolio to different consumer groups.

Vimto's 250ml Vimto pouch is available in cases of 18 units through the wholesale channel, and is exclusive to the Convenience Retail and Impulse channels

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### **Note to Editors**

- The Vimto brand is now worth £36.4m and is significantly outperforming the market, growing at a rate of +6.2% MAT<sup>1</sup>.

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<sup>1</sup> Source: AC Nielsen, Total Coverage MAT 18.04.09

- Vimto's new POS kits are being distributed nationwide and retailers can also get them free by registering on Vimto's new trade website: [www.vimtotrade.co.uk](http://www.vimtotrade.co.uk).
- This year, Vimto launched its biggest ever marketing campaign and, at the beginning of June, unveiled a national TV campaign with the strap-line "Seriously Mixed Up Fruit", which is based on a core product truth in tune with the brand's target teen audience.

**Issued by Smarts on behalf of Vimto Soft Drinks**

**For further information please contact Emma Diamond or Suzanne Clark on 0141 222 2040 or e-mail [emma.diamond@smarts.co.uk](mailto:emma.diamond@smarts.co.uk) / [Suzanne.clark@smarts.co.uk](mailto:Suzanne.clark@smarts.co.uk)**