

Lucozade Zero range lands in cans

Lucozade Zero, the zero sugar range from the UK's biggest energy & sport drink brand¹, is following the recent launch of Lucozade Zero Tropical by launching its range in a 330ml can format.

Both Lucozade Zero Tropical, the Lucozade brand's first ever flavour exclusive to the Lucozade Zero range, and Lucozade Zero Pink Lemonade, will be available from the start of April in 330ml cans, price-marked at 65p.

The Lucozade Zero range is currently worth £21M², and the opportunity for retailers created by low and no sugar soft drinks is huge. More than half (58%³) of total soft drink volumes are made up of low and no sugar drinks, and over the past few years, shoppers' spending on zero and low-sugar drinks has increased by 33%⁴ and 29%⁵ respectively, showing just how important this segment of the market is.

The launch of the new Lucozade Zero format range also taps into the continued growth in popularity of cans. They are the second largest format⁶ in soft drinks, with sales growing by 17%⁷.

Zoe Trimble, Head of Lucozade Energy at Suntory Beverage & Food GB&I, "Introducing Lucozade Zero Tropical and Lucozade Zero Pink Lemonade in a 330ml can format makes total sense and offers retailers a real opportunity to bring new shoppers into the Zero brand.

"With sales of 330ml cans growing by 17%⁸, sales of low and no sugar drinks rising year-on-year, and a clear desire from shoppers for new flavours – one in three⁹ shoppers would buy more Lucozade Zero if a new flavour was available – this new 330ml can range is the perfect launch for this time."

The new format, including the new Lucozade Zero Tropical flavour, will be at the front of shoppers' minds thanks to a comprehensive marketing campaign including outdoor advertising, PR, digital and social media advertising, which will go live in the summer.

—ENDS—

For more media information please contact the Hanover trade team at Hanover Communications on SBFtrade@hanovercomms.com

About Lucozade Zero cans

Product name: Lucozade Zero Tropical and Pink Lemonade

Size: 330ml

RRP*: 65p

Case size: 24x330ml

**Retail price is recommended only, retailers are free to set their own pricing*

About Suntory Beverage & Food Great Britain and Ireland

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) is one the leading soft drinks businesses in the UK and Ireland. SBF GB&I was formed in 2014 as Lucozade Ribena Suntory and is part of Suntory Beverage & Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Lucozade Revive, Ribena, Orangina and MayTea.

Our business is driven by our “Yatte Minahare” spirit and our role is to have a positive impact on the lives of our consumers by providing them with a responsible choice of great-tasting drinks that people can feel good about while enabling them to lead active lifestyles.

1 EXT, IRI, MarketPlace, GB, latest 52 week data ending 22.11.20, Litres Sold

2 EXT, IRI, MarketPlace, GB, latest 52 week data ending 22.11.20

3 EXT, IRI, MarketPlace, GB, latest 52 week data ending 22.11.20

4 Take Home Soft Drinks – Spend - Value - 20 w/e Aug 18 vs. 20 w/e Mar 2018. Based on Products with known sugar values only, excludes estimates

5 Take Home Soft Drinks – Spend - Value - 20 w/e Aug 18 vs. 20 w/e Mar 2018. Based on Products with known sugar values only, excludes estimates

6 IRI Total Market Sales Value L52w 21.02.21

7 IRI Total Market Sales Value L52w 21.02.21

8 IRI Total Market Sales Value L52w 21.02.21

9 Dunnhumby UK, Shopper Thoughts Research, 02.27.2020 – 03.23.2020