

Lucozade Zero makes a tropical splash with latest launch

Lucozade Zero, the zero sugar range from the UK's biggest sport & energy drink brand¹, is adding a twist to retailers' shelves with the launch of a brand-new drink: Lucozade Zero Tropical, the brand's first ever flavour exclusive to the Lucozade Zero range.

The great-tasting new drink, which is the latest addition to the £21M² Lucozade Zero range, will be available in 500ml bottles from February 1st and in 4x380ml multipacks from February 15th.

Low and no sugar soft drinks present a huge opportunity for retailers – making up more than half (58%³) of total soft drink volumes sold. 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.

Lucozade Zero offers drinkers the same great taste as Lucozade Energy but with zero sugar - perfect for those looking for a drink with great flavour but without the sugar.

Zoe Trimble, Head of Lucozade Energy at Suntory Beverage & Food GB&I, "When we were planning this launch, we spoke to retailers and 84%⁶ told us they would be interested in stocking a new flavour from Lucozade Zero. We also know that one in three⁷ shoppers would buy more Lucozade Zero if a new flavour was available - so the opportunity for this new Tropical launch was clear.

"Lucozade is famous for its impressive flavours range and so we knew we needed to be on-trend and go big with this launch. With our track record of NPD and tropical-flavoured energy drinks growing at 22%⁸, we're confident our newest flavour, Lucozade Zero Tropical, will support our retail partners at launch and beyond."

Lucozade Zero Tropical joins the Zero range of flavours which includes Pink Lemonade, Orange and Original.

The new 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—

About Lucozade Zero

Product name: Lucozade Zero Tropical

Size: 500ml, 4x380ml, 330ml

RRP*:

500ml - £1.49

330ml – 65p for PMP or 95p for STD.

4x380ml - £2

Case size:

12x500ml
6x4x380ml
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 Low and no sugar soft drinks present a huge opportunity for retailers – making up more than half (58%3) of total soft drink volumes sold.

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 Research partners study of 500 retailers for SBF GB&I, 2020

7 Dunnhumby UK, Shopper Thoughts Research, 02.27.2020 – 03.23.2020

8 IRI INT Total LRS Soft Drinks. Data to 26th July 2020. Definition of tropical from the following link:
<https://www.nwnaturals.com/Blog/Post/Tropical-Fruits>