



SOFT DRINKS THE MARKET

Soft Drinks is a hugely profitable sector and has continued to hold its own during the tough economic conditions experienced in the UK recently, with the average contribution to total turnover in pubs at an impressive 14%. Unsurprisingly, Soft Drinks sales have been dominated by the big brands with popular sub-categories like cola, squash and juice drinks being favoured by consumers.

In recent years the variety of choice available has grown significantly. Other factors fuelling the figures for Soft Drinks sales are the growth of food and family occasions and the fact that Soft Drinks are now widely seen as part of a balanced diet and healthy lifestyle. An extended Soft Drinks range not only appeals to children but also caters for adults as well since they are far more likely to select a product from this sector if they are in the company of children. Finally, Premium Drinks have benefited from the customer demand for Soft Drinks which combine a strong health appeal with eye-catching packaging.

The two horse race continues between Coca-Cola Enterprises and Britvic (with its UK Pepsi franchise) in the Cola Wars that dominate the Soft Drinks sector. Colas are worth nearly £1 billion in sales alone. Hot on their heels is Red Bull. The Britvic Soft Drinks Report points to the continued strength of cola, as well as the steady progress of squash, fruit juice and flavoured carbonates. However, Energy Drinks are the fastest growing sector in the Soft Drinks market and consumers are increasingly asking for them, with Red Bull the clear market leader, boasting an impressive 75% share.

In terms of the major brands, J2O has achieved the distinction of being the biggest selling packaged drink, pushing Magners into second place, whilst Coca-Cola remains the largest brand with Pepsi close behind.

Soft Drinks continues to out-perform the overall drinks market in the licensed trade. The smoking ban has undoubtedly encouraged more families, females and mixed groups to visit the pub and the effect of this has been to consolidate the relative resilience of the Soft Drinks sector to the overall downturn in the economy.

**IN UK PUBS AND BARS, THE
AVERAGE SALES RATE OF
PACKAGED 'COKE' IS 25% HIGHER
THAN ITS NEAREST COMPETITOR.***



**NO OTHER PACKAGED PRODUCT SELLS FASTER IN UK
PUBS AND BARS, SO THERE'S MORE MONEY AND PROFIT
TO BE MADE FROM 'COCA-COLA'.***

Coca-Cola Enterprises Ltd

*Average annual rate of sale (litres/month) Volume 1991 to May 2005 in Total Brewer, at total packaged sale brand level.
Average rate of sale of 'Yaké' is 12.2 litres per month. Average rate of sale of J20 is 31 litres per month.
'Coca-Cola', 'Coke', the design of the 'Coca-Cola' Dynamic Ribbon device and Contour Bottle are registered trade marks of The Coca-Cola Company.

SOFT DRINKS

BAG IN BOX



COCA-COLA

Sizes	7Ltr
Dilution Ratios	5.4 : 1

The biggest selling soft drink in history and the best-known brand in the world. Coca-Cola was created by Dr John S. Pemberton in 1880 and arrived in Britain back in 1900.



PEPSI

Sizes	12Ltr
Dilution Ratios	5 : 1

A 'bold, robust, effervescent magic cola'. Pepsi was first launched in Britain in 1953 and is now one of the leading soft drinks brands in the world.



DIET COKE

Sizes	7Ltr
Dilution Ratios	5.4 : 1

A soft drink for active consumers who look towards a healthier lifestyle and love the delicious sugar-free taste.



DIET PEPSI

Sizes	12Ltr
Dilution Ratios	5 : 1

Light, crisp and refreshing with zero sugar, zero calories and zero carbs.



SCHWEPES LEMONADE

Sizes	7Ltr
Dilution Ratios	7.5 : 1

The 'Schweppes' brand arrived in Britain in 1792 with the opening of the first factory in Drury Lane London. Schweppes lemonade is the classic product within the Schweppes product range.



R WHITES LEMONADE

Sizes	12Ltr
Dilution Ratios	5 : 1

A refreshing premium lemonade, made with real lemons.



BOTTLED SOFT DRINKS

JUICES & MIXERS



SCHWEPPE'S JUICES

Sizes | 125ml/200ml x 24

120 years at the top - with a proud history and a dedicated following around the world 'Schweppes' remains the quintessential mixer.

FLAVOURS: Orange, Tomato, Pineapple, Pink Grapefruit



BRITVIC JUICES

Sizes | 160ml x 24

Dating back to the post-war economic depression when Britvic launched juices to meet the demand for an affordable source of vitamin C. These bottled fruit juices stay fresh longer without the addition of preservatives.

FLAVOURS: Orange, Cranberry, Grapefruit, Pineapple, Tomato

Now available in a single NEW 160ml size with House of Britvic packaging.



SCHWEPPE'S MIXERS

Sizes | 125ml/200ml x 24

The perfect partner - 'Schweppes' mixers are specifically developed to complement spirits, making a good drink a great drink every time.

FLAVOURS: Original Soda Water, Russchian, Ginger Beer, Bitter Lemon, Slimline Bitter Lemon, Indian Tonic Water, Slimline Tonic Water



BRITVIC MIXERS

Sizes | 160ml x 24

Enjoyed in pubs, clubs and bars across the UK.

FLAVOURS: Ginger Beer, Soda Water, Indian Tonic Water, Tonic Water

Now available in a single NEW 160ml size with House of Britvic packaging.



APPLETISER/PEARTISER/FRUITISER

Sizes | 275ml x 24

Each bottle only contains 100% fruit juice and counts as one of your 'Five a Day'. Includes Appletiser, Peartiser, Fruitiser - Pomegranate & Raspberry, Mango, Apple & Mandarin



BRITVIC 100

Sizes | 275ml x 24

100% pure apple and orange juice and not from concentrate, just full of natural ingredients.

For a perfect serve present in a tall glass over plenty of ice.



J20

Sizes | 275ml x 24

J20 is a great tasting juice drink made from exotic fruit combinations.

J20 is now the second biggest bottled drink sold in pubs after Budweiser.

FLAVOURS: Apple & Blueberry, Apple & Mango, Apple & Melon, Apple & Blackcurrant, Grape & Kiwi, Orange & Passion Fruit, Orange & Pomegranate, White Grape & Kiwi, Red Grape & Blackcurrant

BOTTLED SOFT DRINKS



COCA-COLA & DIET COKE

Sizes | 330ml x 24

The biggest selling soft drink in history and the best-known brand in the world. Coca-Cola was created by Dr John S. Pemberton in 1880 and arrived in Britain back in 1900. Diet Coke is perfect for active consumers who look towards a healthier lifestyle and love the delicious sugar-free taste.



PEPSI & DIET PEPSI

Sizes | 300ml x 24

A 'bold, robust, effervescent magic cola'. Pepsi was first launched in Britain in 1953 and is now one of the leading soft drinks brands in the world. Diet Pepsi is light, crisp and refreshing with zero sugar, zero calories and zero carbs.



COCA-COLA & DIET COKE

Sizes | 200ml x 24

The biggest selling soft drink in history and the best-known brand in the world. Coca-Cola was created by Dr John S. Pemberton in 1880 and arrived in Britain back in 1900. Diet Coke is perfect for active consumers who look towards a healthier lifestyle and love the delicious sugar-free taste.



PEPSI & DIET PEPSI

Sizes | 200ml x 24

A 'bold, robust, effervescent magic cola'. Pepsi was first launched in Britain in 1953 and is now one of the leading soft drinks brands in the world. Diet Pepsi is light, crisp and refreshing with zero sugar, zero calories and zero carbs.



SCHWEPES CORDIALS

Sizes | 1Ltr x 12

A range of popular cordials with flavours including Lime, Peppermint, Orange and Blackcurrant.



BRITVIC CORDIALS

Sizes | 1Ltr x 12

A range of popular cordials with flavours including Lime, Blackcurrant and Orange.



FRUIT SHOOT

Sizes | 300ml x 24, 200ml x 24

Robinsons Fruit Shoots are one of the most popular children's drink available in Britain. The Fruit Shoot range is available in a variety of regular and No Added Sugar flavours. Flavours include Apple, Apple (NAS*), Blackcurrant & Apple, Blackcurrant & Apple (NAS*), Orange & Peach, Orange & Peach (NAS*), Strawberry, Strawberry (NAS*) and Tropical (NAS*) *No added sugar

BOTTLED SOFT DRINKS



BRITVIC 55

Sizes | 275ml x 24

Combines 55% fruit juice with sparkling water.
FLAVOURS: Sparkling Apple, Sparkling Orange, Sparkling Apple, Raspberry & Cranberry



DIET TANGO

Sizes | 275ml x 24

Fruity, fun and popular fizzy orange drink benefiting from humorous advertising.



MONSTER

Sizes | 250ml x 24

Packs a vicious punch but has a smooth flavour - unleash the beast!



RELENTLESS

Sizes | 250ml x 24

Proving to be one of the most popular energy drinks in the market. It has a sweet taste and is available in both Origin and Juiced Energy variants.



RED BULL

Sizes | 250ml x 24

A functional beverage with a unique combination of ingredients. Red Bull has been specially developed for times of increased mental and physical exertion.



KICK ENERGY

Sizes | 250ml x 24

With revitalising properties Kick Energy has a light and refreshing taste without leaving an aftertaste.

WATER



BLUE KELD

Sizes | 250ml, 330ml, 500ml, 75cl & 1ltr

Dating back to Nordic times, Blue Keld mineral water flows from a genuine artesian spring situated on the edge of the Yorkshire Wolds. Available in a variety of packaging including clear glass bottles, PETs and premium artesian blue glass bottles.



HILDON

Sizes | 330ml, 75cl

Comes from beneath the chalk hills of the beautiful Hampshire countryside in Southern England. Bottled at source - Delightfully Still or Gently Sparkling.

SPECIALITY SOFT DRINKS

This is just a small sample of the huge range of soft drinks we stock
- please call us for more information



HELL ENERGY

Sizes **250ml**

A well branded and well supported alternative to the market leader.



BELVOIR FRUIT FARMS

Sizes **250ml, 275ml,
50cl, 70cl**

Full range of Presses

Good Stuff

Cordials



FENTIMANS

Sizes **125ml, 275ml**

FLAVOURS: Curiosity Cola,
Victorian Lemonade, Ginger Beer,
Dandelion & Burdock, Shandy,
Orange Jigger, Tonic



FROBISHERS

Sizes **250ml**

FLAVOURS: Orange, Pineapple,
Cranberry, Apple, Grapefruit,
Tomato, Passionfruit, Bumbleberry



HARROGATE SPA

Sizes **330ml, 500ml,
750ml**

Still & Sparkling in plastic and glass.



FEVERTREE

Sizes **200ml**

FLAVOURS: Tonic, Ginger Ale,
Ginger Beer, Soda, Lemonade,
Bitter Lemon



STUTE FRUIT JUICES

Sizes **1Ltr**

FLAVOURS: Orange, Pineapple,
Cranberry, Apple



BARR SOFT DRINKS

Sizes **Range of sizes**

Orangina

Irn Bru

Rubicon



LOOZA FRUIT JUICES

Sizes **200ml**

FLAVOURS: Passionfruit, Apricot,
Banana, Mango, OCL, Peach,
White Grape, Tropical, Strawberry,
Melon, Pear



LLANLLYR SOURCE

Sizes **330ml, 75cl**

Still & Sparkling.