

BRITVIČ

# SOFT DRINKS

REVIEW

2014

- THE STORY -





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# STATE OF THE NATION

The Tale of Two Halves Continues in 2014...



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## Value and pleasure drive soft drinks in 2014

The economic climate continued to dictate consumer behaviour and purchasing patterns in 2014. According to consumer confidence data<sup>1</sup>, positivity about job prospects was at a seven year high in 2014 and the proportion of consumers willing to spend money was at its highest level for eight years. Cost saving tactics were, however, still being practised by the majority of households and savings remained the number one purpose for consumers' spare cash.

**A growing trend in 2014 was consumers choosing to save money on everyday items, so that they could use the savings to treat themselves to eating out experiences or the purchase of other premium items.**

In terms of food and drink, consumer desire to spend less on grocery goods impacted the top four's grocery empire still further, leading to supermarket price wars, the increasing market share of hard discounters and the cutting

of thousands of essential goods prices. However in the on premise sector, 2014 saw the continued rise of the 'food pleasure seekers'. These adventurous diners looked for premium experiences at all price points and at every occasion<sup>2</sup> and were key in driving growth, with the UK Eating Out sector rising to £83bn with 2.8% annual growth in 2014, the strongest seen since the start of the recession<sup>3</sup>.

2014 also saw the soft drinks sector benefiting from the impact of long spells of warm weather throughout July and September, though cooler and wetter weather in August did have a negative impact on overall summer sales. In addition, key sporting events, such as the World Cup, the Commonwealth Games in Glasgow and the Tour de France were launched in the UK, which gave consumers more reasons to get together and celebrate, both in and out of the home.

1: Nielsen Global Survey of Consumer Confidence and Spending Intentions, consumer positivity, (July – Sep 2014), October 2014

2: Allegra Strategy, September 2014

3: Allegra Foodservices, Eating Out in the UK, % market growth, September 2014

# The savvy shopper continues to gain ground

# 5 /

2014 saw the continued rise of the savvy shopper and the trend for large numbers of shoppers changing their spending habits to save money. Although the frequency of shopping trips remained the same as in 2013, 2014 saw the consumer's choice of outlet changing<sup>1</sup>, with the biggest winners in the grocery sector being Aldi and Lidl, experiencing double digit percent spend growth<sup>2</sup>.

The online appeal of grocery shopping continued to increase in 2014, with the internet accounting for almost 18% of spend growth<sup>3</sup>. Over a third (35%) of UK consumers used click-and-collect services in 2014, with 64% saying that they shop online more now because more retailers offer such services<sup>4</sup>.

The legacy of the recession also seemed to be coming to an end for own label value brands in the grocery sector in 2014, as consumers switched allegiance back

to branded goods or premium own label<sup>5</sup>. This shows that although consumers' are continuing to seek value for money, they are buying the quality reassurance that branded products offer.



**/// Cost-saving tactics are still being practised by the majority of households. ///**

Steve Smith, Nielsen UK managing director<sup>6</sup>

1: Kantar WorldPanel 2014 11. Till Roll, 12 w/e 09 Nov 2014  
2: Kantar WorldPanel 2014 11. Till Roll, % spend growth, 12 w/e 09 Nov 2014  
3: RT43 (Grocery) Kantar WorldPanel 2014 11. % spend growth, 12 w/e 09 Nov 2014  
4: Mintel UK Consumer Trends 2015 UK, % of shoppers, 23rd Oct 2014  
5: Grocery (RST), Kantar WorldPanel 2014 10. % consumer switching, 12 w/e 12 Oct 2014  
6: Mintel UK Consumer Trends 2015 UK, % of shoppers, 23rd Oct 2014

# 6 /

## The rise of the pleasure seeker

Although healthier eating was still a consideration in the Eating Out sector in 2014, there was a significant rise in the importance of all-day dining, personalisation, premiumisation and simplicity. In addition, there was an increase in the 'weekend millionaire' phenomena, with more and more choosing to live frugally during the week, but spend on indulgent experiences at the weekend.

The outlets that were the most successful at this were those that delivered eating and drinking propositions that brought excitement to the transaction. Foremost amongst brands influencing market development in 2014 were Bill's, Burger & Lobster, Ed's, Leon, MeatLiquor and Wahaca<sup>1</sup>.

This increasing consumer demand for more indulgent food products throughout 2014, allied with rising operator innovation and product availability, served to move consumer attention away from healthy ingredients, to foods that wooed in terms of indulgence or novelty.

Eating Out was given a further boost in 2014 thanks to the 8th warmest July on record and the driest September since records began. In fact, the good weather in September aided "steady, consistent growth in eating and drinking out" and saw an increase of 2.2% in like-for-like sales growth<sup>2</sup>.

83bn

The UK Eating Out market rose to £83bn, with 2.8% annual growth in 2014<sup>3</sup>

1: Allegra Foodservices, Eating Out in the UK, influential brands, September 2014  
2: Coffey Peach Business Tracker within Allegra Foodservice Report, value sales, November 2014  
3: Allegra Foodservice, The UK foodservice market update, % annual growth, (Q4 2014), January 2015.

# So what does this mean for the soft drinks industry?

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With the drive for both value for money and pleasure high in the consumer's mind and minimal volume growth across the industry, 2014 saw manufacturers striving to give consumers a reason to believe in their products, above those of their competition.



# 8 /

## Soft Drinks at a glance Total Market



## A £11bn+ category

The soft drinks category saw growth across both the grocery and convenience and on premise sectors in 2014. In the grocery and convenience sector soft drinks increased by 0.4% in value sales to £7.6bn, but decreased in volume by -0.4%<sup>1</sup> and in on premise, increased by 3.6% value sales to £4.2bn and by 0.5% in volume<sup>2</sup>.

Soft drinks, as a category, was in growth in the grocery and convenience sector compared with the decline experienced by other drinks such as tea and instant coffee, that reported drops in value of -2.2% and -3.5% respectively<sup>3</sup>.

£11.8bn

Soft Drinks  
category  
value

1: Nielsen Scantrack, value sales and volume change verses LY, 52we 22nd November 2014

2: CGA Strategy Data, On Premises Report, Mat w/e 27th December 2014, value sales and volume % change verses LY

3: Nielsen Scantrack, value sales, 52we 27th December 2014

# 10 /

## The health agenda



With the UK government under increasing pressure to tackle the obesity crisis, some manufacturers focused on product reformulation and innovation and ensured that marketing led with no and low sugar products in all above-the-line advertising.

2014 was the year that saw Coca-Cola Enterprises launch its mid-cal Coca-Cola Life, containing a blend of sugar and stevia leaf extract, to deliver a third less sugar and a third fewer calories than Coca-Cola. Britvic and PepsiCo's Pepsi MAX became the leading FMCG performer with £26.9 million of growth<sup>1</sup>, in part thanks to its unique selling point of 'Maximum taste. No Sugar.'

In the energy sector the launch of Red Bull's Zero Calories promised the health-conscious consumer a lower calorie choice that offset guilt and gave permission for an everyday 'energy hit', without the taste compromise.

Companies continued to demonstrate their commitment to the government's Public Health Responsibility Deal, with clearer front-of-pack labelling and recipe reformulations. As part of its pledge Coca-Cola Enterprises committed to reducing the average calories per litre in its range of sparkling drinks by 5 per cent by the end of 2014. Britvic also removed 2.2 billion calories from the shelf in 2014, by taking the decision to only produce the No Added Sugar variety of Fruit Shoot.

**'Being active' was used as a driver for growth in 2014 by Irn Bru maker, AG Barr. It cited its highly successful sponsorship tie up to the Glasgow 2014 Commonwealth Games as instrumental in the company's successful performance<sup>2</sup>.**

1: Nielsen Scantrack, value sales change verses LY, 52we 27th December 2014 and CGA Strategy Data, On Premises Report, Mat w/e 27th December 2014, value sales change verses LY combined

2: <http://www.thedrum.com/news/2014/09/23/irn-bru-maker-ag-barr-praises-glasgow-2014-commonwealth-games-sponsorship-it-reveals>

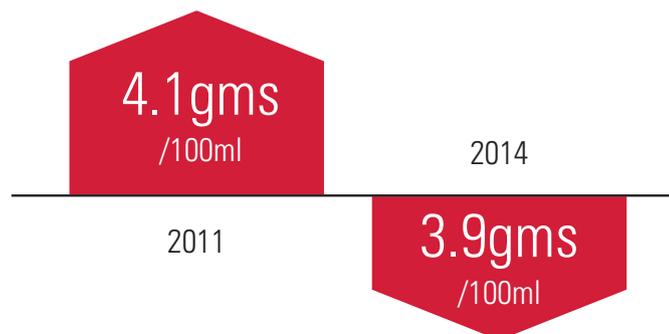
3: Kantar WorldPanel, September 2014

The health agenda also contributed to the growth of premium, bottled waters where the focus was to create value over volume for soft drinks manufacturers. With this in mind, 2014 saw the launch of CCE's glacéau smartwater and the introduction of Ballygowan by Britvic.

There was also a ground swell in the rise of smaller players who tapped into the consumer health and vitality trend. Ones that stand out include Little Miracles and Vita Coco, whose reputations were built on offering goodness, functional health benefits and sustainability.

Over the last 3 years the average content of sugar has fallen...

#### CARBS



**/// 2014 was a convergence of two macro trends - consumers continuing to seek great taste and also seeking a lower calorie option. ///**

Jonathan Gatward, marketing director at Britvic

Source: Kantar WorldPanel, September 2014

# 12 /

## Legislation and marketing



Pepsi MAX's highly successful YouTube marketing strategy enabled strong consumer engagement driving overall brand health.

Legislation continued to evolve, with the adoption of new food labelling legislation (The Food Information Regulation (EU) 1169/2011) and as of December 2014 high-caffeine energy drinks had to be labelled as such and were required to carry a warning stating: "Not recommended for children or pregnant or breastfeeding women."

From January 2014, this legislation required that brands claiming to be 'energy' drinks had to contain a minimum caffeine level. This led to amends to Energy Drink classification with brands like Mountain Dew removing any references to the word 'energy'.

Long gone are the days when a TV ad was all that was required to sell soft drinks to consumers. With 73% of adults (36m) now online daily and access to the internet via mobile phones more than doubling between 2010 and 2014 to 53%<sup>1</sup>, soft drinks providers needed to continue the focus on developing relevant, personalised products and marketing solutions that created a strong emotional connection with the consumer

With digital marketing enabling an even more personalised approach, the soft drinks industry responded with innovative campaigns. Pepsi MAX created an emotional connection with consumers via its "Unbelievable" advertising campaign, which helped move Pepsi's YouTube channel to No. 2<sup>2</sup> in the UK in 2014, making it the UK's biggest FMCG YouTube channel.

1: ONS, 8th August 2013  
2: YouTube End of 2014, 5 million views per video

# Driving added value

## On-the-go super-concentrate squash – category growth opportunity that could be worth £200m over the next five years

The growth of the food on-the-go culture shaped the Eating Out sector dramatically in 2014 and drew it out of the recessionary doldrums. As well as being prepared to pay more for enjoyment with their food on-the-go, consumers also showed that they were ready to buy products that were more personalised.

2014 saw the continued proliferation of the leisure channel. Alongside existing quick-serve outlets such as Subway and Costa Coffee, the grocery retail sector also rose to the occasion to capture consumer convenience and out-of-home spending. Some examples included the Tesco expansion of the Giraffe restaurant chain and the opening of six in-store, café-style versions of the brand, whilst in convenience 2014 saw family-run SPAR opening Eat 17, a licenced Burger Bar situated under their store.

With the evolution of the leisure channel came an even greater demand on suppliers to create bespoke solutions, such as glass bottles, niche brands or new flavours to suit their customers' demands.

The importance of manufacturer investment in innovation, market research and in-store or outlet activation became instrumental in the success of new product launches in this channel.

Innovation in the soft drinks sector saw the rise of the super-concentrate squash segment. An example of this was Robinsons SQUASH'D, a super concentrate which met consumer desire for something unusual and took squash consumption out of the home environment, enhancing on-the-go consumption, creating a category growth opportunity that Britvic believes could be worth £200m over the next five years.

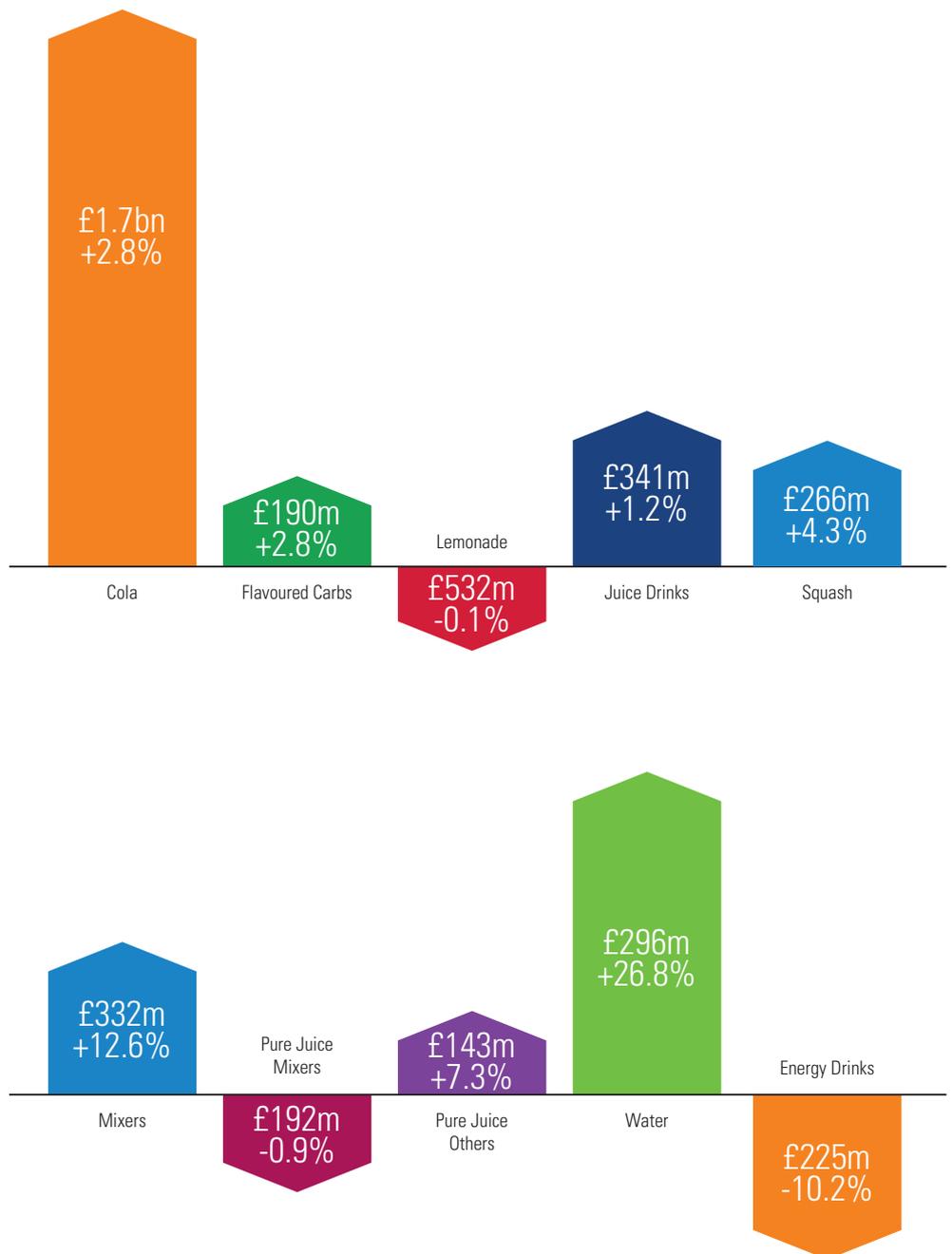
Personalisation also continued across the channels. A great example of this was the re-launch of CCE's highly successful Coca-Cola's 'Share a Coke' campaign, with the campaign extended to include even more names (covering 80% of the population), nicknames and family names.



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# Challenging and changing times for retailers and operators

Value change:  
On premise



# 15 /

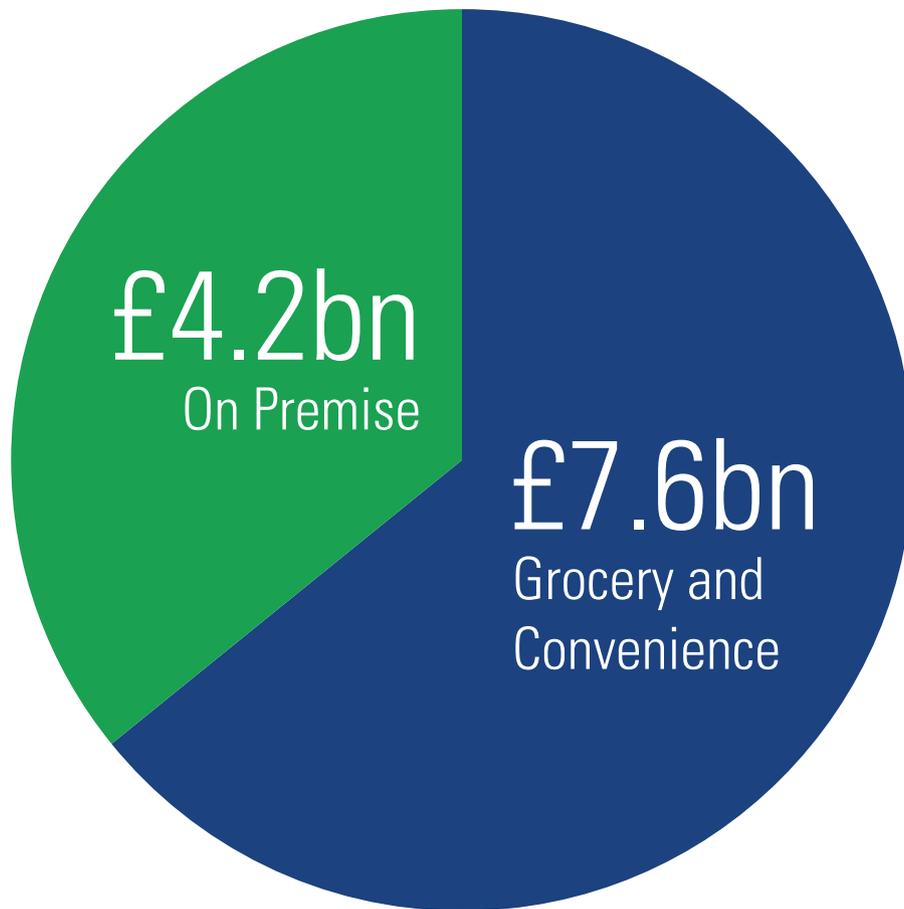
## Value change in Grocery and Convenience channel:



1: Nielsen Scantrack, value sales, 52we 27th December 2014

# 16 /

Soft Drinks  
Market Split



**BRITVIC**<sup>®</sup>

# GROCERY & CONVENIENCE



All data from CGA brand index, total licensed; value sales & % value change; 52 w.e 27.12.2014, unless otherwise stated

# 18 /

## Consumer Trends



Soft drinks remained resilient throughout 2014, being one of the only grocery categories to see some growth throughout the year, rising by 0.4% in value and 0.4% in volume. However, with only marginal value and volume growth, innovation became a focus for suppliers looking to maximise incremental growth. Immediate consumption format changes and flavour enhancements became an important focus.

Although growth was not as strong across the grocery and convenience channel as in 2013 (it was +4%

value and +2% volume in 2013), the convenience sector experienced stronger growth in 2014 (+2.8% value and +2.6% volume) than grocery multiples (-0.4% value and -1.0% volume). This indicated that despite the push in the grocery channel to drive volume through sales promotion, shoppers are continuing to purchase soft drinks as part of top-up shops or on-the-go consumption occasions. However, grocery remained the largest channel, continuing to account for almost three quarters of all soft drinks value sales.

# Types of Stores

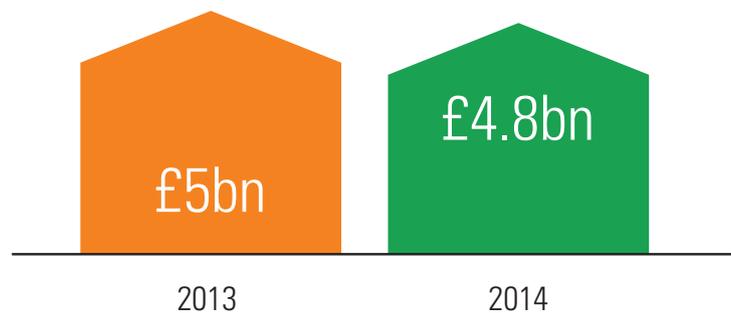
19 /

Grocery multiples remained the dominant force in soft drinks sales with a 72.7% value share (£5.5bn) value share of total soft drinks, as consumers continued to include these purchases as part of the main food shop. Out of town stores still dominated with 41.6% value share of total soft drinks (£3.2m), with convenience stores (<280sqm) close behind 39.1% (£3m) and high street stores accounting for 19.3% (£1.5m).

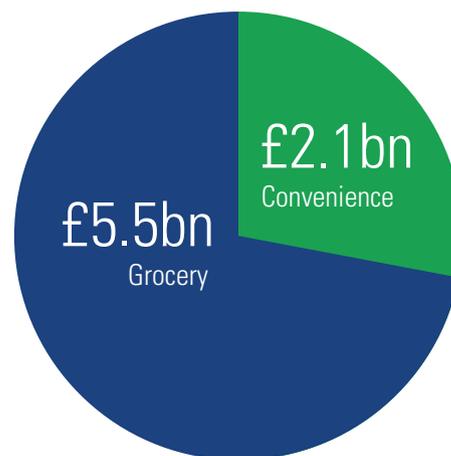
Multiple impulse stores continued to make strong value and volume increases, growing at 3.6% and reaching £1.7bn in value sales, whilst independents experienced a relatively flat year in terms of value and volume growth but still clocked up £434m of sales. In 2014 the overall number of convenience stores grew to 50,747 in mainland UK, a growth of 5.2% on 2013.<sup>1</sup>

Deferred soft drinks purchases still made up the lion's share of the soft drinks purchasing profile, with value sales of £4.8bn and volume sales of £5.8bn. However, reflecting the growing on-the-go trend across the board, immediate soft drinks continued to grow, with can, 500ml PET and carton formats having an increase of 5.9% value sales and 5.8% volume sales in 2014, a trend that only looks set to grow and develop as all day refreshment opportunities continue to expand.

## SOFT DRINKS : DEFERRED VALUE SALES



## SOFT DRINKS : IMMEDIATE VALUE SALES



<sup>1</sup>: William Reed Business Media/Nielsen ACS Local Shop Report, 2014, % market growth, September 2014

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## Suppliers – Winners and Losers



In terms of branded suppliers, Coca-Cola Enterprises continued to lead the market, but saw its value and volume sales decline (-1.1% and -0.5% respectively). Britvic maintained its position as second largest and grew value sales by 2.2% and volume by 3%. AG Barr also showed growth both in terms of value and volume (5.3% and 3.5%). Amongst the other branded suppliers, there was solid performance from Lucozade Ribena Suntory, Red Bull and Volvic throughout the year, whilst Tropicana and Innocent lost value and volume sales (-5.7% and -8.5% value sales and -9.8% and 10.1% volume respectively).

For a second year in a row Nestlé Waters topped the charts in terms of sales value and volume growth, with 25.4% and 23.2% rises respectively. Danone made marked increases with value sales growing by 11.1% and volume by 12.5%, helping the company increase sales by over £50m, demonstrating that the company's '100% health driven' strategy is having a positive impact.

Private label retained the top spot in terms of both value and volume sales, however, its value dropped by -6.4% to £1.4bn, with losses YOY of £100m. Branded soft drinks benefited from this move away from private label purchases in 2014.

Britvic  
**2.2%**  
increase in  
value sales

Coca-Cola  
Enterprises  
**1.1%**  
decrease in  
value sales

Lucozade  
Ribena Suntory  
**1.1%**  
increase in  
value sales

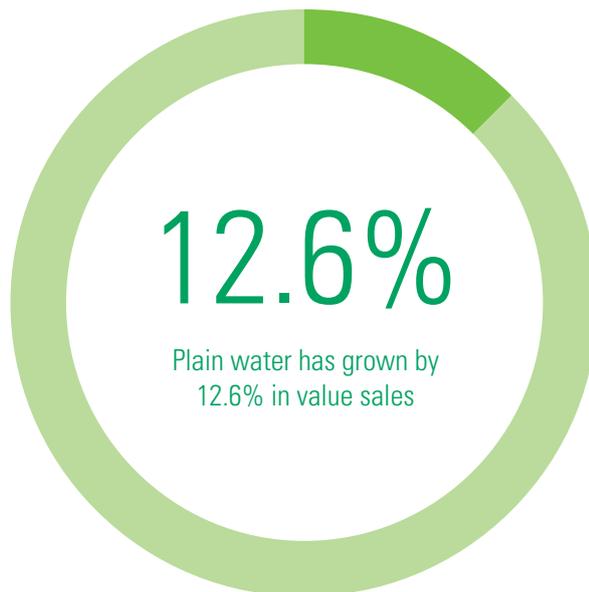
Red Bull  
**3.4%**  
increase in  
value sales

# Segments and Brands Water

21 /

The water segment continued to flourish in 2014, showing the second fastest growth of all the Soft Drinks segments over the year (+12.6% value sales). With the increase in consumer awareness of the importance of health and hydration, plain water saw some of the highest growth within the segment, with value sales climbing by 12.6% to £670m, whilst water plus continued to grow by 9.5% in value.

Whereas 2013 saw shoppers stocking up at the grocery multiples for at-home consumption, 2014 saw a much more even split between plain water and water plus purchases in both the grocery multiples and the convenience channels. New entrants to the market and ones-to-watch in 2015 included Coca-Cola Enterprise's glacéau smartwater and Britvic's Ballygowan brand.



# 22 / Cola



2014 was the first year that cola saw marginal decline in its market leading position, dropping slightly both in terms of sales value (-0.2%) and volume (-1.6%). This can partly be explained by consumer's transferring to water, water plus, stimulant and dairy drinks. However, cola value sales were still the largest in the category at £1.6bn. Coca-Cola and Pepsi remained the nation's favourites, with no sugar

Pepsi MAX helping to increase value sales for Pepsi by 8.8%, compared to a drop of -2.5% in value sales for Coca Cola. The cola landscape began to change in 2014 as smaller brands entered the convenience channel, proving popular with value and volume growth, albeit off a small base.

Cola shows marginal decline in market leading position:

Value sales  
-0.2%

Volume  
-1.6%

# Glucose and Energy Drinks

23 /

Glucose and energy drinks continued in strong growth and sales value increased across the segment by 4.6%. Growth was slightly higher in grocery multiples than in the convenience channel, raising the possibility that more and more, people are seeing energy drinks as a 'must have' in the cupboard for when they need a boost.

Within the total grocery and convenience sector the segment was driven by Lucozade and Red Bull and the former remained the segment's bestseller, boosting £427m value sales. Monster also performed well with both strong value and volume growth.

Glucose and energy drinks value sales rose to  
**£968m**



# 24 /

## Iced Tea and Coffee



Riding on the coat tails of the coffee shop revolution, which first introduced iced hot drinks to the UK, this segment has seen the highest growth in soft-drinks for the fifth year running. Although off a smaller base, iced tea and coffee are seen by consumers as an affordable, yet indulgent treat – tapping into the growing consumer desire for exciting on-the-go drink opportunities. Value sales in this segment rose by 30.7% to £68m and volume by 28.5%. Particular stars in this segment were Lipton Ice Tea and Starbucks.



# Squash

25 /

It was a significant year for the squash segment. Whilst traditional concentrate variants lost relevance amongst consumers and were in decline (with sales value reduced by -4.7% and volumes by -6.5%), exciting innovations in super-concentrate products began to shape the future of the segment. These included the launch of Robinsons SQUASH'D from Britvic, Coca-Cola Enterprise's Oasis Mighty Drops and a variety of other branded and own-label products all demonstrating the new direction that this segment will be taking, moving squash to an on-the-go consumption.

Squash will need to look to leader, Britvic, in 2015, to see the way through to modernising this segment with new positioning, innovation and format concepts. A recent example is the company's new Robinsons Kids range, launched in 2014 with 'Toffee Apple Tangle', 'Apple Berry Blitzer' and 'Tropical Twister' flavours.



Squashes  
market value  
£509m

# 26 /

## Pure Juices



Although it still held onto its position as the second largest segment at a sales value of just over £1bn, pure juice volume sales continued to drop by a further -8.5% in 2014, with grocery multiples selling £69.4m<sup>2</sup> less fruit juice overall.

Tropicana still made it into the top 10 grocery and impulse brands with value sales of £246m, however the niche category of alternative juice drinks (such as Vita Coco) continued to gain ground largely thanks to its popularity and price positioning which increased volume sales across all the channels.

■ *Scientists, lobbyists, politicians and the media have rounded on the industry in a war on sugar.* ■

Rob Brown, Features Editor, The Grocer<sup>3</sup>

2: The Grocer, Top Products Survey 2014: Total War, 19th December 2014  
3: The Grocer, Top Products Survey 2014: Total War, 19th December 2014

# Juice Drinks

27 /

Juice drinks and nectars proved their continued worth, particularly in the convenience channel, with sales value increasing by 2.4% and volume by 1.0% YOY. This segment is now worth £197m to the convenience sector. Juice drinks did not fare as well in the grocery multiples channel, with limited value and volume growth of 0.4% and -0.7% respectively. Ribena, Oasis, Volvic and Robinsons Fruit Shoot all performed well. With the launch of Britvic's J2O 'Joy in the Blend' communications platform the segment leader is on a journey of re-invigorating the brand, breathing new life into this segment and specifically Premium Soft Drinks.

That said, overall, juice drinks still made it into the top five soft drinks purchases across both channels, with a combined value of £697m.



£697m

sales value for  
juice drinks across  
grocery multiples  
and convenience

# 28 /

## Smoothies

better  
taste  
better  
goodness\*



High profile criticism of the sugar content of some smoothies swayed consumers in favour of 'healthier' alternatives, continuing the decline of the segment by -1.3% in value sales and -3.7% in volume in 2014. Innocent smoothies saw a drop of -9.4% value sales to £196m; however the silver lining in this segment is the innovation of newer players and the smoothies appeal as an on-the-go option.

New players such as Savve, Vegesentials and Coldpress kept the segment exciting with the introduction of more 'better for you' concepts and new flavour combinations, over-coming consumer concerns about sugar-content and health.

# Fruit Carbonates

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Fruit-flavoured carbonates experienced slight value growth (0.6%) in grocery multiples, yet volume was down (-5.0%) which suggests a reduction in promotional frequency and depth. Overall this segment was largely static with a decline of -0.1% in value sales and -4.4% in volume. 2014 saw Tango coming back to growth and worth £32m. The biggest growth was seen by San Pellegrino which grew by over 100% in value and volume to £19m as shoppers traded up to premium brands, however long-term favourites such as 7UP still remained strong at value sales of £44m.



Fruit carbonates  
static at  
**-0.1%**  
value sales

# 30 /

## Non-Fruit Carbs



Non-fruit carbonates, such as Irn Bru, continued to rise in grocery value sales (+0.6% value sales) and decline in the convenience sector (-1.8% value sales), suggesting that shoppers were being swayed by healthier on-the-go impulse purchases, such as water. Private label brands continued to decline in popularity (-11.8% value sales to £21m), whilst more premium offers from Belvoir Fruit Farms, Bottle Green and Fentimans were in growth and included flavours such as tomato, ginger & lemongrass and dandelion & burdock.

Overall, non-fruit carbonates declined by

**-0.1%**  
value sales

# Dairy and Dairy Substitute

31 /

Since EFSA limited the health claims that suppliers could put on packaging, the dairy and dairy substitutes segment has felt the impact of declining sales from Actimel and Yakult. However, with health such a focus for consumers, suppliers such as Dunn's River and For Goodness Shakes that can harness the concept of 'vitality', without causing legislative waves, could do well moving forwards.

Across the grocery multiples and convenience the story was the same for dairy drinks – slightly increasing value sales (1.5% and 1.7% respectively) with declining volumes (-2.6% and -3.0%).



Dairy & Dairy  
substitutes still  
worth a sizeable  
**£422m**

# 32 /

## Lemonade



Lemonade experienced shrinkage across both value sales and volume in 2014 of -6.8% and -5.9% respectively. Still a strong proposition with value sales of £149m, lemonade is a segment that seems to be a tale of two extremes. Performance is strong at the value and at the premium ends, but brands that are providing mid-range solutions have not been catching the consumers' imagination in the same way. Key players in 2014 were Fentimanns and Fever-Tree at the premium end of the market and Happy Shopper and Geebee at the value end.

Lemonade value sales & volume in decline of  
-6.8%  
and  
-5.9%  
respectively

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All data from CGA brand index, total licensed; value sales & % value change; 52 we 27.12.2014, unless otherwise stated

# 34 /

## Holding Steady



Although the frequency of eating out was on the decrease across the board, spend per meal rose with 18-24 year olds spending on average £13.81 at dinner and 65-69 year olds spending £21.68<sup>1</sup>, creating additional opportunities for premium soft drink consumption. Value sales of soft drinks in the on premise as a whole increased by 3.6% to £4.2bn, however volumes were under slight pressure with only a small rise of 0.5%<sup>2</sup> compared to 2013.

Reflecting the trend for increased eating out expenditure, soft drinks were strongest in food-led outlets, with this sector accounting for £2.2bn of value sales (an increase of

5.0%), compared to £1.1bn in wet-led and £927m in late-night outlets. Areas of particular growth for soft drinks were in freehold, food-led pubs (an increase in value of 20.2% to £98m) and in proprietary clubs (an increase in value of 21.7% to £82m). Wine bars and restaurants also performed well, showing soft drinks growth of 13% and 12.1% respectively, with values sales of £297m and £503m.

Although food-led pubs saw an increase in soft drinks value, wet-led pubs saw only minimal value sales growth at 0.1% to £692m. This was largely due to pub closures and the subsequent reduction of soft drinks

sales in leased and tenanted, wet-led pubs, which saw a -7.2% drop to £309m. In wet-led free pubs and wet-led managed pubs, soft drinks increased by 10.7% and 2.6% respectively, to £213m and £170m value sales.

Cola remained the most popular type of soft drink served on premise with value sales of £1.7bn and growth of 2.8%. However, the largest growth was seen in water, which jumped in value by 26.8% to become the fifth most purchased soft drink, with value sales of £296m. Squash also performed well, achieving 4.3% growth in value sales to £266m. Premium Packaged formats continued to lead the way with value sales of £2.2bn, a 4.3% YOY increase and Draught sales were not far behind, with value sales of £2.1bn and healthy growth of 2.9%.

**Premium pubs did particularly well in attracting those dining with a partner or with the family and had highest number of drinks per person at 2.46<sup>3</sup>.**

1: Allegra Foodservices, Eating Out in the UK, spend per meal, September 2014

2: CGA brand index, total licensed; volume & % volume change; 52we 27.12.2014

3: Allegra Foodservice, Management Briefing Report – Focus on Pubs, (Q3 2014), drinks per person, November 2014

Managed pubs held steady in terms of value growth at £1.8bn, yet lost volume<sup>1</sup> (-0.3%). This resilience was in the face of slowing consumer spending, although the channel has had success in encouraging all-day-dining and promoting value for money offers. Leased and tenanted pubs, however, saw a drop in value (-3.4%) and volume (-5.7%) sales<sup>2</sup>.

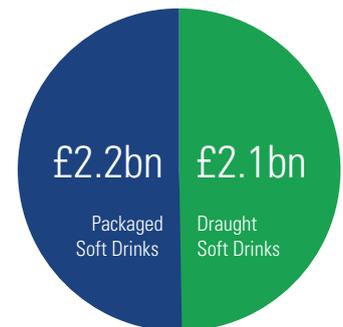
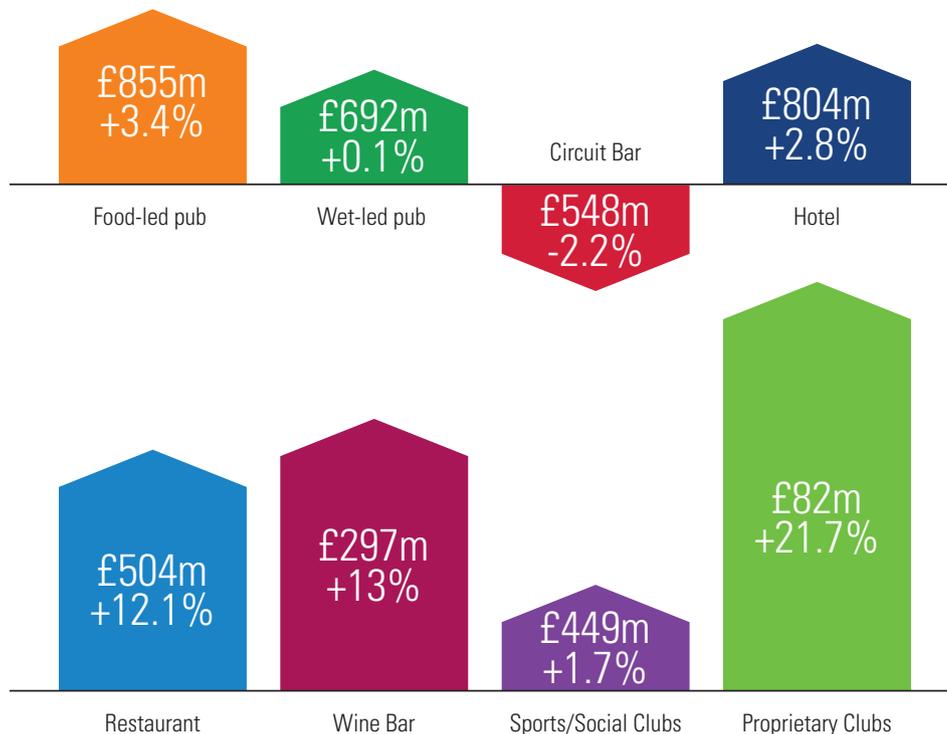
Within the hotel sector, total value growth for soft drinks grew by +2.8% to £804m. Managed pub

chains within the hotel channel outperformed leased and tenanted pubs dramatically, with growth of value sales at +6.5% (to £329m) in the former and a drop in value sales of -0.1% (to £16m) in the latter. However, value sales within independents in the hotel channel remained relatively static with 0.1% growth to £458m.

Within the restaurant sector, there was strong value growth in soft drinks, with a rise of 12.1% to

£504m; further re-enforcing the impact that family dining occasions are having on the eating out experience. This trend looks set to continue as the power of dining gift cards and discount voucher promotions becomes even more sophisticated in 2015 and the number of casual dining operators continues to increase.

1: CGA brand index, total licensed; volume & % volume change; 52we 27.12.2014  
 2: CGA brand index, total licensed; volume & % volume change; 52we 27.12.2014

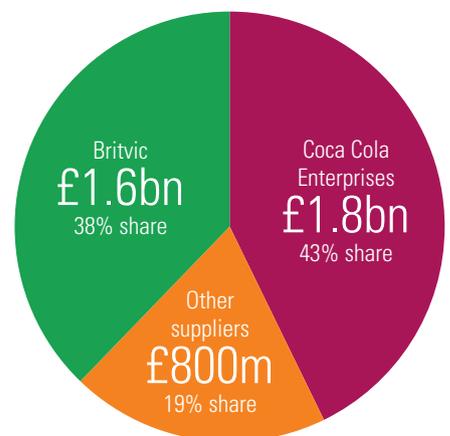


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## Suppliers



On premise, Coca-Cola Enterprises led the way with value sales of £1.8bn, with Britvic hot on its heels at £1.6bn of sales. Britvic was ahead in terms of draught formats with value sales of £962m, compared to Coca-Cola Enterprises £885m, however there were volume reductions across draught formats, which echoes the decrease in frequency of on premise visits.



## Segments and Brands

### Cola

Cola took the top position in terms of share at 40%, with a value of £1.7bn, remaining the dominant soft drink sold across pubs and clubs, hotels and restaurants. As consumer demand for value-for-money continued, draught variants increased by 2.5% in terms of value to £1.2bn. Pepsi was the top performer in pubs and clubs with a value of £607m and it retained its number one position. However, the packaged Coca-Cola portfolio\* continued to perform strongly in both restaurants and hotels, with value sales of £111m and £256m respectively.

There was strong growth from non-sugar variants, demonstrating increased consumer focus on health and wellbeing. Pepsi MAX proved popular in pubs and clubs in particular, with a significant increase in sales value of 38.1% to £15m, with Diet Coke proving popular in the restaurant sector, with growth of 12.8% to £49.7m.

### Lemonade

2014 saw lemonade sales go into slight decline, dropping -0.1% in value sales to £532m, however, it still retained its status as having the second largest value sales.

Still the segment's best-selling brand at £224m, R Whites dropped -1.7% in value, with number two, Schweppes, experiencing a slight uplift of 1.6% to £215m value. The trend for premiumisation continued, with Fever Tree the only brand to show dramatic growth on premise. Value sales for the brand increased +44.6% increase to £600k in pubs and clubs, +175% to £200k in restaurants and introduction value sales of £200k in the hotel sector.

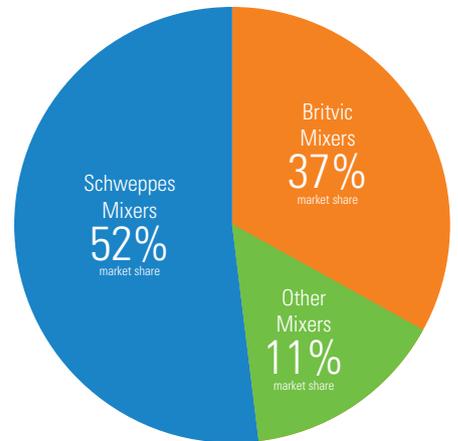
### Mixers

Growth varied dramatically across the mixers segment. Overall, mixers saw value sales increases by 12.6% as a whole, to £332m. Schweppes maintained its poll position with a sales value increase of 12.9% to £171m. The largest growth for mixers was seen in restaurants,

where the market grew by 23% to value sales of £41m. Growth across pubs and clubs and hotels was slightly slower at 11% and 12.8%, with value sales of £225m and £66m respectively.

Recognising the need for re-invention in the mixers segment, Britvic launched a packaging redesign across its on premise Mixers and Juices range at the end of 2014.

\*Coca Cola portfolio (Coca Cola, Coke Zero, Diet Coke and Coke Life)



Lemonade is the second largest soft drinks segment at £532m



### Energy

Higher sugar energy drinks fell foul of the nation's anti-sugar movement and showed serious decline in 2014. There was shrinkage of -10.2% value sales during the year, with the market valued at £225m across pubs and clubs, restaurants and hotels. Pubs and clubs remained the biggest segment for energy drinks sales at £173m value sales, followed by hotels at £43m and restaurants bringing up the rear with £9m.

Red Bull continued to dominate with £173m value sales across pubs and clubs, however Boost and Monster both grew in 2014 in this sector, achieving 17.3% and 1.6% value sales growth respectively to £4.5m and £30m.

### Flavoured carbonates

Flavoured carbonates experienced growth overall of 2.8% across On Premise, to £190m. However, there was value sales decline in pubs and clubs of -10% to £101m, whilst

hotels experienced 19.4% growth to £30m and restaurants saw the biggest increase with 24.4% growth to £59m.

The demand for more premium products across on premise led to a rise in premium flavoured carbonates, with Fentimans 'botanically brewed beverages' increasing by 46.8% to a sales value of £8.8m and San Pellegrino experiencing 163% growth to achieve a sales value of £2.2m.

### Juice drinks

Although still worth over £341m, the juice drinks segment was challenged by consumer perceptions of high sugar content and saw only 1.2% value sales growth, with volume decline of -1.9%<sup>1</sup>. As segment leader, J2O faced challenges as other premium soft drinks innovations captured consumer interest, although the brand continued to grow in value sales of 3.4% (to £207m), with volumes increasing by 1.0%.

With the aim of reigniting a passion for J2O and tackling any pre-conceived perceptions, the brand launched a new campaign, 'Joy in the blend', which looks at how concepts that you would not originally put together, actually blend perfectly, aligning with how the brand itself was created.

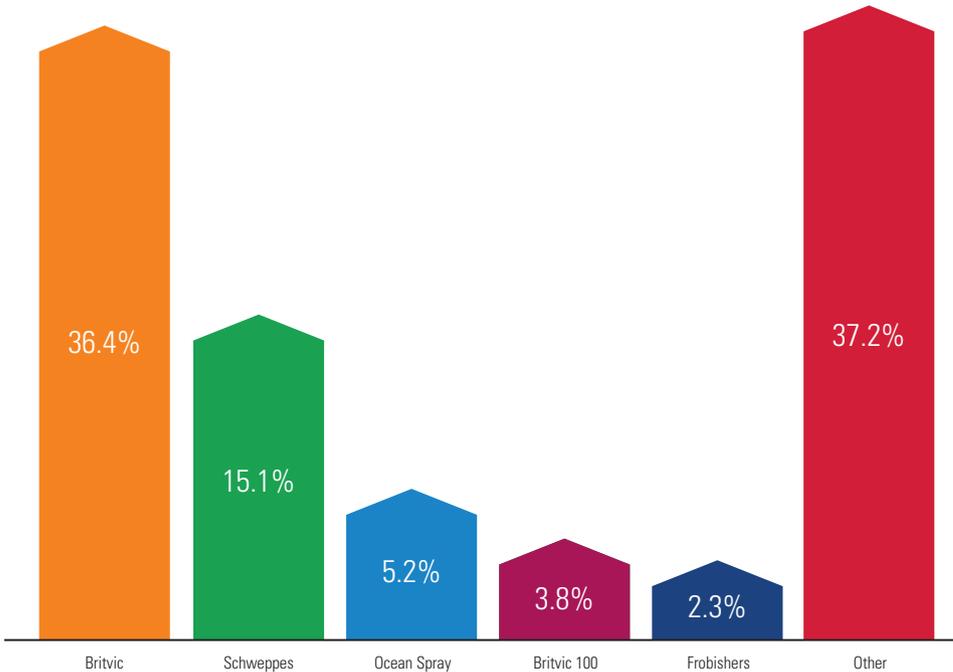
### Pure Juice

The segment saw decline in hotels (-16%), with only minimal growth in restaurants (+1%) and pubs and clubs (+6.7%). Pure juice mixers saw decline in value and volume by

-0.9%, however they still accounted for £192m in value sales. In addition non mixer pure juices still accounted for value sales of £143m.

### Squash

Squash improved both in terms of value (+4.3%) and volume (+5.7%)<sup>2</sup> in 2014, positioning the segment in sixth position of on premise soft drinks with a value of £266m. In the pubs and clubs and hotels, squash performed well, growing by 4.7% and 8.8% value sales to £188m and £58.2m respectively, this was compared to a significant drop in restaurants of -9.1% value sales to £20m.



1: CGA brand index, total licensed; volume & % volume change; 52we 27.12.2014

2: CGA brand index, total licensed; volume & % volume change; 52we 27.12.2014

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On Premise water  
value sales buoyant  
– +26.8% value  
sales growth to  
**£296m**

## Water

Water had a renaissance in 2014, gaining in popularity and becoming the nation's fifth favourite on premise soft drink, with a value of £296m. Its growth is largely down to consumers looking for hydration and wanting to purchase more premium products, rather than just requesting tap water. With value sales increasing by +26.8% and volume by +23.2%<sup>1</sup>, water has benefited from the health lobby for lower calorie products.

The market leader, Strathmore, maintained its strong position across pubs and clubs, restaurants and hotels, showing the most

significant growth in the restaurant sector, where it saw value sales increase by +20.7% to £16.7m. Options for children have also proved to be winners in the water segment with Robinsons' Fruit Shoot Hydro seeing +5.7% growth and increased sales value to £5.9m in family pubs and clubs.

Significant growth was seen in premium water product, Harrogate Spa, which benefited from consumer indulgence, saw this niche product increase an unprecedented +172.5% in sales value to £5.2m in pubs and clubs.

1: CGA brand index, total licensed; volume & % volume change; 52we 27.12.2014

# Glossary

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**Carbonates** – a drink made predominantly from carbonated water to which juice or flavourings have been added.

**Cola** – cola-flavoured carbonated drinks, including cola with flavours such as cherry, twist of lemon, etc. Includes all clear and coloured colas.

**Fruit flavoured carbonates** – flavours are typically orange, cherry, lime, blackcurrant, apple, pineapple and grapefruit, lemon, lemon and lime, tropical and other mixed fruit flavours. Also includes Tizer, Dr Pepper and Vimto, as these brands now contain fruit.

**Non-fruit carbonates** – Non-fruit flavoured carbonates, excluding cola but including Irn Bru. Also includes traditionals such as cream soda, ginger beer and shandy.

**Lemonade** – All conventional clear and cloudy or traditional, carbonated lemonade; flavoured with lemon juice and additional fruit flavours to produce coloured lemonade.

**Glucose and energy drinks** – All ‘energy boosting’ drinks such as Red Bull and Monster, normally fizzy.

**Sports drinks** – Drinks that are specifically designed to replace minerals, sugars, trace elements and fluids as a result of exercise. Can include dilutables and powders.

**Squash** – Concentrated beverage, commonly called squash, cordial or syrup. Must be diluted prior to consumption.

**Traditional mixers** – All drinks intended to dilute an alcoholic beverage, as well as being consumed as a standalone soft drink.

**Iced tea and coffee** – Includes cold soft drinks that are tea and coffee based such as Lipton Ice Tea.

**Smoothies** – Generally drinks described as smoothie, either in brand name or as a descriptor on the packaging. Drinks described as thickie will also be included.

**Dairy drinks** - Ready to drink milk or milk substitute to which flavouring or juice has been added. May consist of any type of milk, regardless of fat content.

**Juice drinks** – A non-carbonated drink which generally contains fruit juice (some may not) plus added water or other ingredients.

**Pure juice** – A non-carbonated 100% pure juice or other juice blend with no added water or sweetener, that may be chilled or long-life. Includes all concentrated juices, with the exception of frozen juice.

**Plain water** – Still or sparkling water with nothing else added.

**Water plus** – Sparkling or still flavoured water or functional water (excluding sports water).

**Wet-led - pubs** - ‘wet-led’ pubs are outlets that don’t sell food (other than over-the-counter snacks such as packaged crisps).

**Food-led pubs** – outlets that have a dining menu of some description.

**Late-night outlets** – those bars, pubs and clubs that are open later than midnight.

**Freehold pub** – pubs that are bought and owned in their entirety by the landlord.

**Proprietary clubs** – for-profit groups, such as a health clubs, that sells membership to the general public.

**Leased pubs** - landlords of leased pubs have a long-term (traditionally 10-25 year) commercial and assignable lease.

**Tenanted pubs** - one of the most established and traditional ways of running a pub, a tenancy is normally short term agreement (initially 1-3 years), often with the tenant having the right to continue from year to year (sometimes referred to as a ‘rolling’ or ‘evergreen’ agreement) under the Landlord and Tenant Act 1954.

**Managed pubs** - a brewery appoints a salaried manager, while retaining ownership of the pub; this arrangement is a “managed house”.

# The Grocery and Convenience Soft Drinks Market

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Grocery and Impulse	7621.2	100.0	0.4

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Grocery and Impulse	7136.3	100.0	-0.4

# The Grocery and Convenience Soft Drinks Market in Context

<b>Value</b>	<b>£ millions</b>	<b>% change</b>
Soft drinks	7621.2	0.4
Chocolate	3656.8	0.3
Total CSN	2698.7	0.4
Sugar	274.5	-13.6
Total Yoghurts	1230.2	-0.7
Butter & margarine	1180.6	-3.1
Instant coffee	707.8	-3.5
Tea	598.1	-2.2

Source: Nielsen Scantrack 52we 27th December 2014

## Total Carbs vs Still

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Carbonated	3645.5	47.8	0.9
Still	3975.7	52.2	0.0
<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Carbonated	3419.9	47.9	-1.6
Still	3716.4	52.1	0.8

## The Grocery and Convenience Channel Split

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Grocery multiples	5537.4	72.7	-0.4
Total impulse	2083.7	27.3	2.8
Total coverage	7621.2	100.0	0.4
<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Grocery multiples	5857.0	82.1	-1.0
Total impulse	1279.3	17.9	2.6
Total coverage	7136.3	100.0	-0.4

Source: Nielsen Scantrack 52we 27th December 2014

# The Grocery and Convenience Types of Store

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Out of Town stores	3168.9	41.6	-3.3
High Street stores	1471.5	19.3	-1.3
Convenience (<280sqm)	2981.5	39.1	5.5
<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Out of Town stores	3657.0	51.2	-2.8
High Street stores	1442.5	20.2	-1.8
Convenience (<280sqm)	2038.0	28.6	5.3

## Impulse Channel Split

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Independents	434.1	20.8	-0.1
Multiples	1649.6	79.2	3.6
<b>Total impulse</b>	<b>2083.7</b>	<b>100.0</b>	<b>2.8</b>
<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Independents	265.7	20.8	-0.1
Multiples	1013.6	79.2	3.6
<b>Total impulse</b>	<b>1279.3</b>	<b>100.0</b>	<b>2.8</b>

Source: Nielsen Scantrack 52we 27th December 2014

# Top Grocery and Convenience Brands

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<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Private label	1407.2	18.5	-6.4
Coca Cola non alcoholic	1178.2	15.5	-2.5
Lucozade	426.6	5.6	2.0
Pepsi cola non alcoholic	400.5	5.3	8.8
Robinsons	279.0	3.7	-4.3
Red Bull	263.3	3.5	3.4
Tropicana	246.0	3.2	-7.1
Innocent	196.1	2.6	-9.4
Volvic	183.7	2.4	12.4
Ribena	163.3	2.1	0.0

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Private label	2201.5	30.8	-2.6
Coca Cola non alcoholic	1046.1	14.7	-5.2
Lucozade	241.7	3.4	1.9
Pepsi cola non alcoholic	507.2	7.1	8.9
Robinsons	201.4	2.8	-8.3
Red Bull	57.9	0.8	7.0
Tropicana	117.6	1.6	-11.6
Innocent	87.8	1.2	-10.9
Volvic	199.7	2.8	13.7
Ribena	77.6	1.1	-1.7

Source: Nielsen Scantrack 52we 27th December 2014

# Top Grocery and Convenience Distributors

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
CCE	2023.5	26.6	-1.1
Private label	1407.2	18.5	-6.4
Britvic	876.6	11.5	2.2
Lucozade Ribena Suntory	597.9	7.8	1.1
Danone	419.3	5.5	11.1
Tropicana UK	324.3	4.3	-5.7
Red Bull	263.3	3.5	3.4
Barrs	238.6	3.1	5.3
Innocent	210.1	2.8	-8.5
Nestlé Waters	171.3	2.2	25.4

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
CCE	1659.9	23.3	-5.0
Private label	2201.5	30.8	-2.6
Britvic	861.9	12.1	3.0
Lucozade Ribena Suntory	324.0	4.5	0.2
Danone	434.8	6.1	12.5
Tropicana UK	163.8	2.3	-9.8
Red Bull	57.9	0.8	7.0
Barrs	219.1	3.1	3.5
Innocent	93.8	1.3	-10.1
Nestlé Waters	271.6	3.8	23.2

Source: Nielsen Scantrack 52we 27th December 2014

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## Deferred vs Immediate

<b>Value</b>	<b>£ millions</b>	<b>% share</b>	<b>% change</b>
Deferred	4838.4	63.5	-2.5
Immediate	2782.7	36.5	5.9

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Deferred	5844.1	81.9	-1.6
Immediate	1292.2	18.1	5.8

Source: Nielsen Scantrack 52we 27th December 2014

# Grocery Multiples Segment Performance

Value	£ millions	% share	% change
Cola	1139.7	20.6	-0.5
Cold hot drinks	50.1	0.9	30.6
Dairy and dairy substitute	359.6	6.5	1.5
Fruit carbonates	386.9	7.0	0.6
Glucose stimulant drinks	435.4	7.9	5.6
Juice drinks	500.2	9.0	0.4
Lemonade	118.7	2.1	-8.1
Non fruit carbonates	115.8	2.1	0.6
Plain water	468.9	8.5	13.5
Pure juice	980.5	17.7	-8.6
Smoothies	135.8	2.5	-2.6
Sports drinks	78.9	1.4	-8.6
Squashes	469.1	8.5	-4.8
Traditional mixers	124.4	2.2	3.3
Water plus	173.3	3.1	9.0
<b>Total Soft Drinks</b>	<b>5537.4</b>	<b>100.0</b>	<b>-0.4</b>

Source: Nielsen Scantrack 52we 27th December 2014

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Cola	1352.6	23.1	-2.0
Cold hot drinks	14.2	0.2	27.9
Dairy and dairy substitute	161.1	2.8	-2.6
Fruit carbonates	417.6	7.1	-5.0
Glucose stimulant drinks	228.7	3.9	5.2
Juice drinks	396.0	6.8	-0.7
Lemonade	306.1	5.2	-6.8
Non fruit carbonates	151.9	2.6	-2.6
Plain water	1190.9	20.3	10.6
Pure juice	719.7	12.3	-10.7
Smoothies	43.7	0.7	-5.1
Sports drinks	55.8	1.0	-12.5
Squashes	387.7	6.6	-6.3
Traditional mixers	162.4	2.8	1.5
Water plus	268.5	4.6	7.0
<b>Total Soft Drinks</b>	<b>5857.0</b>	<b>100.0</b>	<b>-1.0</b>

Source: Nielsen Scantrack 52we 27th December 2014

# Impulse Segment Performance

Value	£ millions	% share	% change
Cola	488.6	23.5	0.4
Cold hot drinks	18.2	0.9	31.1
Dairy and dairy substitute	62.5	3.0	1.7
Fruit carbonates	202.7	9.7	-1.5
Glucose stimulant drinks	532.8	25.6	3.9
Juice drinks	196.7	9.4	7.9
Lemonade	29.1	1.4	-1.4
Non fruit carbonates	57.5	2.8	-1.8
Plain water	201.8	9.7	10.4
Pure juice	72.3	3.5	-6.9
Smoothies	15.6	0.7	11.5
Sports drinks	86.9	4.2	-1.6
Squashes	39.8	1.9	-2.8
Traditional mixers	13.8	0.7	1.2
Water plus	65.5	3.1	10.9
<b>Total Soft Drinks</b>	<b>2083.7</b>	<b>100.0</b>	<b>2.8</b>

Source: Nielsen Scantrack 52we 27th December 2014

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<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Cola	339.9	26.6	0.0
Cold hot drinks	5.7	0.4	30.1
Dairy and dairy substitute	25.3	2.0	-3.0
Fruit carbonates	133.6	10.4	-2.5
Glucose stimulant drinks	217.0	17.0	7.3
Juice drinks	92.1	7.2	9.0
Lemonade	50.0	3.9	-0.5
Non fruit carbonates	47.4	3.7	-7.9
Plain water	189.4	14.8	8.2
Pure juice	37.2	2.9	-6.8
Smoothies	3.6	0.3	16.8
Sports drinks	53.2	4.2	4.1
Squashes	28.6	2.2	-9.7
Traditional mixers	12.5	1.0	2.7
Water plus	43.6	3.4	13.3
<b>Total Soft Drinks</b>	<b>1279.3</b>	<b>100.0</b>	<b>2.6</b>

Source: Nielsen Scantrack 52we 27th December 2014

# The Soft Drinks Market

<b>Value</b>	<b>Sales £000's</b>	<b>% share</b>	<b>% change</b>
On Premise	4,230,267	100.0	3.6

<b>Volume</b>	<b>Sales '000lt</b>	<b>% share</b>	<b>% change</b>
On Premise	706,957	100.0	0.5

## The Pubs and Clubs Soft Drinks Market in Context

<b>Value</b>	<b>£ millions</b>	<b>% change</b>
Beer	11,060	1.0
Cider	1,572	1.2
Spirits	4,267	0.3
Wine and Champagne	2,173	3.5
Total soft drinks	2,923	2.6

<b>Volume</b>	<b>Ltr (HR)</b>	<b>% change</b>
Beer	19,448,225	-2.3
Cider	2,568,149	0.1
Spirits	444,560	-4.4
Wine and Champagne	1,142,473	-0.8
Total soft drinks	5,066,843	-0.5

Source: CGA Strategy Data Mat w/e 27th December 2014

# The Restaurants Soft Drinks Market in Context

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<b>Value</b>	<b>£ millions</b>	<b>% change</b>
Beer	361	14.7
Cider	66	6.9
Spirits	635	7.4
Wine and Champagne	827	4.6
Total soft drinks	504	12.1

<b>Volume</b>	<b>Ltr (HR)</b>	<b>% change</b>
Beer	444,692	10.8
Cider	89,399	4.7
Spirits	51,113	2.7
Wine and Champagne	362,929	1.6
Total soft drinks	780,582	9.7

Source: CGA Strategy Data Mat w/e 27th December 2014

# The Hotels Soft Drinks Market in Context

<b>Value</b>	<b>£ millions</b>	<b>% change</b>
Beer	568	7.4
Cider	91	10.7
Spirits	531	7.8
Wine and Champagne	976	5.8
Total soft drinks	804	2.8

<b>Volume</b>	<b>Ltr (HR)</b>	<b>% change</b>
Beer	844,023	2.6
Cider	133,426	7.1
Spirits	44,108	0.8
Wine and Champagne	371,220	-0.2
Total soft drinks	1,222,149	-0.8

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total On Premise Segment Performance

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<b>Value</b>	<b>Sales £000's</b>	<b>% change</b>
Cola	1,713,229	2.8
Flavoured carbonates	189,759	2.8
Lemonade	531,728	-0.1
Juice drinks	340,844	1.2
Squashes	266,283	4.3
Mixers	331,766	12.6
Pure juice mixers	192,011	-0.9
Pure juice other	143,309	7.3
Water	296,350	26.8
Glucose & sport drinks	224,988	-10.2

<b>Volume</b>	<b>Ltr (HR)</b>	<b>% change</b>
Cola	320,442	-0.3
Flavoured carbonates	36,368	-4.5
Lemonade	114,592	-4.0
Juice drinks	47,754	-1.9
Squashes	18,254	5.7
Mixers	37,585	9.0
Pure juice mixers	21,368	-0.9
Pure juice other	19,285	5.9
Water	61,313	23.2
Glucose & sport drinks	29,996	-13.5

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total Pubs and Clubs Segment Performance

Value	£ millions	% share	% change
Cola	1,249	43.0	-0.3
Regular	789	27.0	-0.7
Diet	460	16.0	0.4
Lemonade	410	14.0	-0.5
Regular	410	14.0	-0.5
Diet	0	0.0	0.0
Fruit Juice	246	8.0	0.3
Regular	246	8.0	0.3
Squash	188	6.0	0.1
Regular	188	6.0	0.1
Diet	-	0.0	0.0
Mixers	225	8.0	0.6
Regular	158	5.0	0.5
Diet	67	2.0	0.1
Juice drinks	212	7.0	-0.1
Regular	185	6.0	0.0
Diet	27	1.0	-0.1
Energy	173	6.0	-0.8
Regular	167	6.0	-0.8
Diet	5	0.0	0.0
Flavoured carbs (excl energy)	101	3.0	-0.5
Regular	92	3.0	-0.5
Diet	9	0.0	0.0
Water	119	4.0	1.2
Regular	1	0.0	0.0
Diet	118	4.0	1.2
<b>Total soft drinks</b>	<b>2,923</b>	<b>100%</b>	

Source: CGA Strategy Data Mat w/e 27th December 2014

# 57 /

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Cola	241	48.0	-0.4
Regular	151	30.0	-0.9
Diet	90	18.0	0.5
Lemonade	91	18.0	-0.7
Regular	91	18.0	-0.7
Diet	0	0.0	0.0
Fruit Juice	30	6.0	0.4
Regular	30	6.0	0.4
Squash	13	3.0	0.2
Regular	13	3.0	0.2
Diet	-	0.0	0.0
Mixers	27	5.0	0.4
Regular	19	4.0	0.3
Diet	8	2.0	0.1
Juice drinks	32	6.0	-0.1
Regular	27	5.0	0.0
Diet	5	1.0	0.0
Energy	24	5.0	-0.7
Regular	23	5.0	-0.8
Diet	1	0.0	0.0
Flavoured carbs (excl energy)	22	4.0	-0.6
Regular	20	4.0	-0.6
Diet	2	0.0	0.0
Water	27	5.0	1.5
Regular	0	0.0	0.0
Diet	27	5.0	1.5
<b>Total soft drinks</b>	<b>507</b>	<b>100%</b>	

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total Hotels

## Segment Performance

Value	£ millions	% share	% change
Cola	337	42.0	0.0
Regular	206	26.0	1.1
Diet	131	16.0	-1.1
Lemonade	95	12.0	-0.2
Regular	95	12.0	-0.2
Diet	0	0.0	0.0
Fruit Juice	41	5.0	-1.2
Regular	41	5.0	-1.2
Squash	58	7.0	0.4
Regular	58	7.0	0.4
Diet	-	0.0	0.0
Mixers	66	8.0	0.7
Regular	48	6.0	0.5
Diet	18	2.0	0.2
Juice drinks	72	9.0	0.2
Regular	70	9.0	0.2
Diet	2	0.0	0.1
Energy	43	5.0	-1.0
Regular	43	5.0	-1.0
Diet	0	0.0	0.0
Flavoured carbs (excl energy)	30	4.0	0.5
Regular	29	4.0	0.5
Diet	1	0.0	0.1
Water	61	8.0	0.4
Regular	1	0.0	-0.4
Diet	61	8.0	0.8
<b>Total soft drinks</b>	<b>804</b>	<b>100%</b>	

Source: CGA Strategy Data Mat w/e 27th December 2014

# 59 /

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Cola	59	48.0	0.6
Regular	36	30.0	1.6
Diet	23	19.0	-1.0
Lemonade	19	15.0	-0.7
Regular	19	15.0	-0.7
Diet	0	0.0	0.0
Fruit Juice	4	4.0	-1.0
Regular	4	4.0	-1.0
Squash	4	3.0	0.3
Regular	4	3.0	0.3
Diet	-	0.0	0.0
Mixers	7	5.0	0.4
Regular	5	4.0	0.2
Diet	2	1.0	0.2
Juice drinks	9	7.0	0.3
Regular	9	7.0	0.2
Diet	0	0.0	0.1
Energy	4	4.0	-0.6
Regular	4	4.0	-0.6
Diet	0	0.0	0.0
Flavoured carbs (excl energy)	4	4.0	0.3
Regular	4	3.0	0.3
Diet	0	0.0	0.1
Water	12	9.0	0.4
Regular	0	0.0	-0.3
Diet	11	9.0	0.8
<b>Total soft drinks</b>	<b>122</b>	<b>100%</b>	

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total Restaurants Segment Performance

Value	£ millions	% share	% change
Cola	128	25.0	0.1
Regular	70	14.0	0.1
Diet	57	11.0	0.0
Lemonade	26	5.0	0.1
Regular	26	5.0	0.1
Diet	0	0.0	0.0
Fruit Juice	48	10.0	-1.0
Regular	48	10.0	-1.0
Squash	20	4.0	-0.9
Regular	20	4.0	-0.9
Diet	-	0.0	0.0
Mixers	41	8.0	0.7
Regular	33	7.0	0.4
Diet	8	2.0	0.4
Juice drinks	57	11.0	-1.6
Regular	53	10.0	-1.3
Diet	4	1.0	-0.3
Energy	9	2.0	-0.4
Regular	9	2.0	-0.4
Diet	0	0.0	0.0
Flavoured carbs (excl energy)	59	12.0	1.2
Regular	57	11.0	1.2
Diet	1	0.0	-0.1
Water	116	23.0	2.0
Regular	1	0.0	0.1
Diet	115	23.0	1.9
<b>Total soft drinks</b>	<b>504</b>	<b>100%</b>	

Source: CGA Strategy Data Mat w/e 27th December 2014

# 61 /

<b>Volume</b>	<b>Ltr millions</b>	<b>% share</b>	<b>% change</b>
Cola	20	26.0	-0.1
Regular	11	14.0	0.0
Diet	9	12.0	-0.2
Lemonade	5	7.0	-0.4
Regular	5	7.0	-0.4
Diet	0	0.0	0.0
Fruit Juice	6	8.0	-0.2
Regular	6	8.0	-0.2
Squash	1	2.0	-0.3
Regular	1	2.0	-0.3
Diet	-	0.0	0.0
Mixers	4	6.0	0.3
Regular	3	4.0	0.1
Diet	1	1.0	0.2
Juice drinks	7	9.0	-1.7
Regular	6	8.0	-1.4
Diet	1	1.0	-0.3
Energy	1	2.0	-0.4
Regular	1	2.0	-0.4
Diet	0	0.0	0.0
Flavoured carbs (excl energy)	10	13.0	0.3
Regular	10	12.0	0.5
Diet	0	0.0	-0.2
Water	23	29.0	2.5
Regular	0	0.0	0.1
Diet	23	29.0	2.4
<b>Total soft drinks</b>	<b>78</b>	<b>100%</b>	

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total On Premise Draught vs Packaged

<b>Value</b>	<b>Sales £'000</b>	<b>% change</b>
Draught	2,074,768	2.9
Packaged	2,155,499	4.3

<b>Volume</b>	<b>Sales '000lt</b>	<b>% change</b>
Draught	372,416	-1.1
Packaged	334,541	2.4

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total On Premise Channel Split

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<b>Value</b>	<b>Sales £'000</b>	<b>% change</b>
<b>Total On Premise</b>	<b>4,230,267</b>	<b>3.6</b>
Free Trade	1,876,444	6.3
Managed	1,808,823	3.2
Leased and Tenanted	545,001	-3.4
<b>Volume</b>	<b>Sales '000lt</b>	<b>% change</b>
Free Trade	339,310	3.0
Managed	272,755	-0.3
Leased and Tenanted	94,892	-5.7

Source: CGA Strategy Data Mat w/e 27th December 2014

# Total On Premise Channel Split cont.

<b>Value</b>	<b>Sales £'000</b>	<b>% change</b>
<b>Total On Premise</b>	<b>4,230,267</b>	<b>3.6</b>
Food led pub	855,259	3.4
Wet led pub	692,403	0.1
Circuit bar	547,525	-2.2
Hotel	803,902	2.8
Restaurant	503,512	12.1
Wine bar	297,223	13.0
Proprietary clubs	81,848	21.7
Sports/social clubs	448,594	1.7
<b>Volume</b>	<b>Sales '000lt</b>	<b>% change</b>
Total On Premise	706,957	0.5
Food led pub	134,989	-1.1
Wet led pub	128,858	-1.2
Circuit bar	85,490	-3.1
Hotel	122,215	-0.8
Restaurant	78,058	9.7
Wine bar	44,950	6.4
Proprietary clubs	13,325	7.5
Sports/social clubs	99,073	-0.5

Source: CGA Strategy Data Mat w/e 27th December 2014





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