

Morning Advertiser

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This Water joins on-trade

By Sonya Hook
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Natural soft drink brand This Water is heading to the on-trade for the first time.

The on-trade launch will see This Water packaged in a bespoke 275ml glass bottle in three of its most popular off-trade flavours: lemons, limes & spring water; mangoes, passion fruit & spring water and pomegranates, blackcurrants & spring water.

The natural water-based This Water, which is free from preservatives, colourings and flavourings, is produced by Fresh Trading Group, the company behind Innocent Smoothies.

"Building on the strong demand there has been for This Water in the convenience sector, we are now answering the call from the on-trade to launch our all-natural, real fruit quenchers in a bespoke glass bottle," said MD Doug Lamont.

This Water initially hit the off-trade in the summer of 2007, drawing Innocent's four-strong Juicy Water collection under the This Water banner, with new products added later that year.

"Our mission is to make a soft drink a really positive choice for pub-goers by delivering taste, refreshment and innovation in all that we do," said Lamont.

"With demand for soft drinks in pubs and bars increasing and with the continuing trend to more natural drinks, our all-natural recipes are the ideal way to meet this growing demand."

This Water's launch into the on-trade follows a wave of activity by soft drinks producers already this year, all of whom hope to tap into expected further growth in this sector this summer. Last month Britvic announced it would spend £4m on redesigning its J20 range in a bid to reignite excitement in the brand and to make it more noticeable in back-bar fridges.

The makers of Vimto also upped their game by announcing a £5m investment in the drink.

Britvic also revealed a new look and new flavours for its kids' brand Fruit Shoot, while Strathmore added a range of flavoured still and sparkling waters to its portfolio under the name Strathmore Twist.

This water was originally launched as Juicy Water under the Innocent brand in 2005. It was relaunched as a stand-alone brand in 2007.



This Water: on-trade launch

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