Relentless is reborn with launch of a new look and flavour

Thursday 31 March, 2016

- *Relentless energy drinks range is refreshing its pack design*
- *Supported with the launch of a new Passion Punch flavour variant and Origin Multi Pack*
- *New look set to drive stand out on the shelf and further differentiate the brand in the growing energy drinks sector*[1]

Coca-Cola Enterprises Ltd. (CCE) is refreshing its £58m[2] Relentless range with a new pack design and introducing a new flavour variant to further differentiate the brand in a crowded sector.

The new look packs will see instantly recognisable branding across its portfolio of six flavours, which will create one stand out block on a shelf. The planned roll out in April 2016 will include £1 price mark packs across the single can range.

As part of the move, the brand will also introduce the new and exciting Passion Punch variant that is designed to tap into the growing popularity of punch flavours in Great Britain[3] and will be available in a 500ml can.

In recognition of the importance of future consumption there will also be a new 4 x 500ml multi pack in the brand's best-selling Origin flavour, which will also launch in April this year.

The launch of the new packs will be supported by a number of music inspired in-store promotions across the year. The promotions will be linked directly to a new marketing campaign that is set to strengthen appeal to the brand's target consumers.

The investment into the Relentless brand comes as the energy drinks sector continues to see strong growth (+£27m[4]), and the popularity of flavour variants keeps consumer interest high.

Caroline Cater, operational marketing director at Coca-Cola Enterprises, said: “For many, our Relentless range is a lifestyle in a can, targeting people with a passion for urban culture and music, so it's important we continue to offer a product that's relevant in an increasingly crowded sector.

“This new look and supporting marketing campaigns will help our customers promote the Relentless brand, with eye catching displays and money can't buy promotions, that will continue to tap into the rising popularity of energy drinks.”

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