

Tango Orange Sugar Free Offers All the Tang of Tango, With No Sugar

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Britvic Soft Drinks is launching a sugar free variant of Tango Orange, Tango Orange Sugar Free, which will hit shelves in September 2015.

Tango's latest innovation taps into current consumer trends for lower sugar alternatives, without compromising on taste, and will benefit from the brand's multi-million marketing spend this year.

Kevin McNair, GB Marketing Director for Britvic, comments: "Carbonates remains the number one soft drink sector and is currently being driven by increasing consumer demand for lower sugar options, reflected by the 6.2% value growth of Sugar Free Fruit Carbonates in the last year.

"With orange being the most popular flavour choice in fruit carbonates, Tango Orange Sugar Free combines consumer taste preferences with a sugar free variant which will further strengthen our Carbonates position.

"We envisage that Tango Orange Sugar Free will bring category growth by driving penetration amongst different shopper groups, attracting new shoppers to the category."

Tango Orange Sugar Free packaging will create a contrast to the rest of the Tango portfolio's black background, boasting a silver design to pique consumer interest and trial through disruption on shelf.

To maximise sales, retailers should create a 'sugar free zone' at the fixture, merchandising by format and placing Tango Orange Sugar Free adjacent to 7Up Free, with faces matched to Tango Orange.

Tango Orange Sugar Free will be available from September 2015 in the following formats:

- 2 litre PET – RRP £1.99
- 6 x 330ml can multipacks – RRP £3.19
- 600ml PET and PMP format – RRP £0.99
- Single can – RRP £0.59

ENDS

For further information, please contact the press office on pressoffice@britvic.co.uk

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