



EISBERG BOOST

The UK's number one alcohol-free wine brand Eisberg, has announced record sales following its sponsorship of professional British cycling last summer.



YAZOO'S NEW PMP

Yazoo is now available in a £1.69 one litre price-marked pack (PMP). The last time it launched a one litre PMP, it achieved twice the rate of sale as its non-PMP.



SHOP TALK

Tracy West

Retail commentator

Life is all about choice but increasingly choices are being taken away from us - apparently for our own good.

Here I am referring to the removal of sugar, particularly in soft drinks. With implementation of the sugar levy fast approaching (April 6), many companies are clamouring to cut back on the sweet stuff in their recipes.

The latest is Irn-Bru but there's been a massive backlash. That's because despite the drink already being available in a sugar-free version, the original recipe is having half of its sugar replaced with sweeteners.

One big Irn-Bru fan set up a petition asking makers to keep the old recipe and got 35,000 signatures on it, while daytime TV host Lorraine Kelly told The Sun that AG Barr should reverse their 'crazy' recipe change, likening it to painting the Forth Road Bridge yellow. But the company has said the new formulation retains the original drink's 'unique' taste and nine out of 10 consumers would not be able to tell the difference. However, given Irn-Bru's popularity, particularly in Scotland and with ex-pats, those one-in-10 consumers who can taste the difference will soon mount up.

You have to wonder if the young marketeers at AG Barr have ever heard of Coca-Cola's 'New Coke' marketing disaster back in the 1980s when the soft drinks' giant reformulated the classic drink and faced such a backlash that they had to revert back. Actually on the sugar front, I think Coca-Cola is doing the right thing ie offering people choice. So for those who want the full-sugar hit there's red Coke, plus there's Zero Sugar and Diet Coke for people who don't want sugar. Coke did try a reduced sugar Coke - remember Life? But it was not that popular. With drinks like red Coke you know what you're getting so there's nothing wrong with drinking them - in moderation.

Diet and sugar-free drinks may be good sugar-wise but obviously there is the question mark over the sweeteners - and not everyone likes their taste.

Although there's a trend towards sugar-free, I just hope manufacturers and retailers don't go too far and instead remember consumers want a choice.

Chocolate legends team up with footie legends

A new promotion on Cadbury chocolate gives consumers the chance to win an experience day with a Premier League legend (Thierry Henry, Ian Wright, Jamie Redknapp or Michael Owen) plus thousands of instant win prizes. To have a chance to win, consumers need to purchase a Cadbury Dairy Milk core single or tablet (Dairy Milk, Caramel, Fruit and Nut or Whole Nut), then visit CadburyLegends.com and scan the logo with their phone.



0870 191 7343

www.mondelezinternational.com



Retailers can win a new van with Weetabix

Weetabix is running a competition which gives convenience retailers the chance to win a van. Three Ford Transit Courier Base vans are up for grabs in the promotion. Running via Bestway, Landmark and Today's Group wholesale depots, the competition uses a Text to Win mechanic.

Retailers need to purchase three cases of Weetabix cereal then text their details to a dedicated hotline.

01536 722181

www.weetabix.co.uk



One pasty and two new sarnies from Ginsters

Cornish Cheddar & Caramelised Onion is the latest pasty to join the Ginsters range. Rrp is £2.10. Also new for the New Year are two sandwiches: Hunter's Chicken and Firecracker Chicken - both with a rrp of £3. They contain British roast chicken breast with the Hunter's combining bacon with mayonnaise, BBQ sauce and cheese. Firecracker combines the chicken with spinach, red pepper, sour cream, piri piri sauce and chilli mayonnaise.

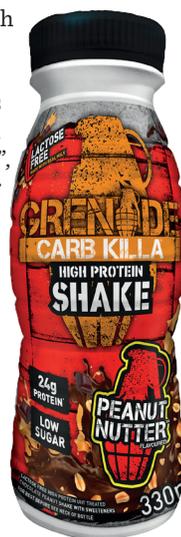
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www.ginsters.co.uk

Peanut Nutter is sixth new Carb Killa shake

Peanut Nutter is the sixth flavour to join the Carb Killa Shake range. Described as a "delicious smooth and creamy high protein, low sugar shake", it is a convenient way for consumers to get additional protein into their diets without unwanted calories or carbs. Rrp is £2.49 for a 330ml bottle, which contains 24g of protein. Multipacks are also available.

Alongside the shakes, brand owner Grenade offers Carb Killa bars and spreads.



02477 170 100

www.grenade.com