

BRITVIC SOFT DRINKS LIMITED

Start Licensing represent Britvic Soft drinks brands in licensing:

- Robinson's – the UK's favourite squash range – the number one soft drink in the take-home market.
- Robinson's Fruit Shoot – the number one children's brand in the UK.
- J20 – the number one packaged soft drink in the licensed channel.
- R Whites Lemonade – still going strong and most famous for the secret lemonade drinker.
- Tango – a modern icon , famous for its irreverent sense of humour.

All Britvic's brands are supported by high profile advertising , PR and promotion.

This includes sponsorships such as Robinson's association with the Wimbledon Tennis Championships , innovative marketing activity like the J20 Pub Quiz and Fruit Shoot's involvement with the hut TV show Skillicious.

Licensees set to launch in 2011 include:

Thornycroft for Tango Confectionery.

Make Up Factory for toiletries & cosmetics.

Monty Bojangles for Robinsons & Robinsons Fruit Shoot confectionery.

TPD for Apparel.

Husky Products for mini fridges.

Dedicated websites are:

www.britvic.com