

Thirst for Knowledge

HEALTH AND WELL BEING - COMMUNICATION TO SCHOOLS

As you will be aware the Department of Education and Schools has announced its decision to restrict the sale of many categories of soft drinks in schools. By accepting the recommendations of the School Food Trust, soft drinks in schools will be limited primarily to unflavoured and unsweetened waters and juices.

Parents will still be allowed to exercise discretion on the contents of their children's lunchboxes, but any drink provided by the school, or third party within the school, must adhere to these stringent new rules.

The rules are to be implemented for school lunches by September 2006 and extended to cover the whole school day in September 2007. Restrictions will not apply before these dates.

Britvic strongly supports the public drive to reduce obesity and improve the health. Our emphasis in recent years has focused on creating products that serve this growing 'health and wellbeing' need, with our offering particularly expanded in waters and juices.

Hydration is a vital element of a healthy diet. We believe that a choice of waters and juices can help maintain a healthy and adequate fluid intake. In direct response to the above outlined changes in legislation we will be offering a revised range of soft drinks for vending machines and over the counter and will be removing all branding and replacing with new 'Thirst for Knowledge' branded equipment.

In the short term from September 2006 this range includes:

- Pennine Spring plain water in 330ml and 500ml PET bottles
- Pennine Spring Sparking water in 500ml PET bottles
- Drench plain water in 500ml PET bottles
- Britvic orange juice in 250ml cans
- Britvic apple juice in 250ml cans
- Britvic pineapple juice in 250ml cans

Britvic will continue to develop new soft drinks that offer consumers choice as part of a balanced diet and lifestyle.

HOW CAN BRITVIC SUPPORT YOUR SCHOOL?

Britvic has the equipment and the range that falls in line with the government legislation and enables schools to continue to offer a range of soft drinks to children which meets their hydrations needs throughout the day.

If you already have a fully operated vending machine from Britvic Soft Drinks, you will be contacted within the next 48 hours by your account manager to review your current offering.

If you would like to receive further information or would like to arrange an appointment to discuss your individual schools soft drinks solution in advance of this legislation coming into force; please contact us on our education hotline.

Britvic Soft Drinks Education Hotline: 01827 252347

