

## Pepsi introduces zero-sugar colas

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Carlsberg Britvic is launching a duo of indulgent Pepsi zero-sugar colas that offer a unique drinking experience. Available in two irresistible flavours – Strawberries & Cream and Cream Soda, these are the ultimate sweet treat to indulge in and give retailers the chance to recruit younger shoppers to the cola category.

Pepsi is leading the way with zero sugar cola and flavour innovation, delivering strong growth to the cola category, with Pepsi MAX Flavours driving +8.7 per cent growth in the last year. With its track record of flavour innovation, from the bright blue Pepsi Electric to Pepsi MAX Mango, the brand is well-positioned to be disruptive, step boldly into the indulgence space and keep consumers engaged in the soft drinks category.

This range taps into the growing demand for flavoured cola, an area that has seen significant growth, growing three times faster than unflavoured cola highlighting the desire, particularly among younger Gen Z shoppers. With this in mind, the pack designs are consciously bold with the launch supported by a comprehensive and disruptive communications plan targeted at recruiting new Gen Z shoppers into cola.

Ben Parker, VP Sales – Off Trade, Carlsberg Britvic, said: “Pepsi brings unique flavours and zero-sugar offerings to retailers’ shelves. This latest launch is an exciting and bold step into the indulgence space and is designed with Gen Z flavour lovers in mind. The treat-inspired flavours will entice shoppers with a new experience and help increase sales in a highly competitive category. We’ll be working with retailers to help make the launch a success, intending to increase footfall and sales, thanks to the product’s distinctive look helping it stand out on shelves.”