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Lipton Introduces New Tropical Flavour

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Lipton, the UKâ??s number one Iced Tea brand, is bringing a burst of sunshine to chillers, with the launch of a new Tropical flavour â?? a vibrant blend of mango and passionfruit. Tapping into the popularity of bold, tangy and exotic flavours, the new flavour is available now across the grocery and convenience channels, with the aim to bring more flavour choice to the category and brighten mealtime occasions.

Bold, tangy, and exotic combinations remain popular among younger consumers seeking exciting taste profiles, with tropical being a popular soft drink flavour in the UK. These insights showcase the potential for a Lipton Iced Tea Tropical offering within the UK market. The launch builds on the success of core favourites such as Peach, offering even more choice and expanding consumption occasions to help strengthen the category.

Clare Brosnan, Brand Director â?? Hydration, Carlsberg Britvic comments: â??Lipton has always championed great-tasting flavours that give shoppers a truly refreshing experience, and Tropical is no exception. With the existing popularity of Tropical flavours across the category already, weâ??re confident shoppers will love our latest addition. The flavour is available in multiple formats to suit every moment, whether itâ??s grabbing a bottle on the go with a lunchtime meal deal or enjoying it at home with an evening meal. Ultimately, we want to help retailers drive their iced tea sales and strengthen the category with flavour-packed options that appeal to everyone.â?•

The new flavour is rolling out from now across retail channels. Available in a 500ml and 500ml price-marked bottle, and 1.25 litre format to cater to multiple drinking occasions, the launch will be supported by an out-of-home media campaign across April and May.