

Sensational Drinks is Britvic's outlet relationship programme designed to provide support, advice and inspiration for our independent Licensed and Food Service customers, with the aim of growing their business and gaining brand loyalty in a free-to-buy environment

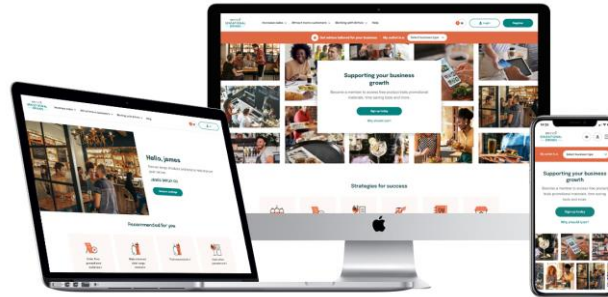
Grow distribution



Support new products and formats into the Licensed and Food Service channels

60% of targeted trial packs get re-stocked by outlet within 3 months

Increase rate of sale



Helping customers sell more product with advice, guidance and tools

Customers registered to SD sell 15% more than none-registered outlets

Better efficiency of POS



Over 30,000 POS and glassware packs delivered directly to end outlet in FY23

Average utilisation rate of over 70%* (vs. 10% when it was added to orders)

All whilst driving two-way traffic to our wholesale partners and supporting their outlets to grow

How can SD support your customers?



Free outlet incentive
when they register on
Sensational Drinks



Digital tools including
menu maker with free
design & print



Category content,
articles and recipe
inspiration



POS kits for both
dispense and packaged
ranges



NPD free trial cases
and supporting POS
kits



Digital assets for social
media use alongside
physical POS kits

- Core brand visibility POS, brand campaigns and NPD support, *available when outlets really need it*
- Access to digital and social media assets via our asset library
- Personalised experience for users based on their outlet type, giving them the best experience possible
- Exclusive partner offers for Sensational Drinks users
- Dedicated customer support via phone and email, giving outlets a point of contact directly to Britvic

...and much more!