



A LEADING SOFT DRINKS BRAND GENERATING £80M



INVENTED BY DR VERNON CHARLEY AND ESTABLISHED IN 1938, RIBENA HAS PLAYED A GREAT PART IN UK DRINK HISTORY AND HERITAGE.

Rich in Vitamin C, Ribena is proudly made from British blackcurrants.

Ribena bottle is made from 100% recycled plastic†.

The brand has unveiled a new brand positioning to further drive relevancy across the range. With the brand in strong growth of 15%, now is the perfect time to launch our new campaign. 'Chin Up' puts our brand's cheeky, irreverent personality at its heart by encouraging the nation to reach for a Ribena to help them laugh through life's awkward little stumbles.

The name Ribena comes from the Latin word for blackcurrant, 'Ribes Nigrum'.

96%
BRAND
AWARENESS

**RICH IN
VITAMIN C**

**RIBENA BOTTLE
MADE WITH
100%**
RECYCLED PLASTIC†



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