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## ROBINSONS BECOMES OFFICIAL PARTNER OF THE HUNDRED

**The UK's number one squash brand is partnering The Hundred with a multi-year deal.**

Robinsons has today become the Official Soft Drinks Partner of The Hundred.

The three-year deal will see The Hundred feature on packs across the Robinsons' ready to drink, no added sugar range, offering ticket giveaways to consumers via a weekly prize draw.

The Hundred launched last summer to packed out crowds across England and Wales, exciting cricket fans new and old with its innovative mix of high energy sporting action and epic entertainment.

From this summer, Robinsons will put their name to the Strategic Timeout, which gives the bowling side 150 seconds to regroup and rehydrate during the most critical periods of play.

Robinsons has a shared aim to help people make healthier choices and live healthier lives. The Hundred will feature on Robinsons' ready to drink, no added sugar range of drinks. Robinsons' drinks are also made without artificial colours or flavourings.

The inaugural year of The Hundred captivated the nation. The four-week competition saw over 16m people tuning in to watch games across Sky and BBC and 34.3m video views online, with the opening match trending nationally on Twitter.

More than 500,000 tickets were sold and issued across eight venues, with 267,000 attending the women's fixtures, the highest number for a women's cricket event globally.

The new partnership with Robinsons will help The Hundred to grow again in year two and beyond. This summer will see more overseas talent, more outreach into communities, and more kids inspired to get active and pick up a bat and ball.

Rob Calder, Commercial Director, The Hundred said: "Partnering with Robinsons gives The Hundred a fantastic opportunity to get more people into cricket, through the chance to win tickets this summer.

"We are delighted to partner with such an established, British brand like Robinsons and look forward to working with them throughout an important second year for cricket's newest competition."

Bruce Dallas, Britvic's Great Britain Marketing Director, said: "The Hundred has quickly established itself as one of the most exciting events in the UK's sporting calendar and we are thrilled to be part of the action in the coming seasons. Part of The Hundred's mission is to make the game of cricket more

accessible and more inclusive to families up and down the country and, as a family-favourite brand, Robinsons fully supports these efforts to promote broader engagement with the sport.

“At Britvic we are committed to helping people make healthier choices and live healthier lives through our brands by keeping well hydrated and Robinsons’ involvement with this competition provides a great platform to further this agenda.”

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## **Notes to editors:**

### **About Britvic**

Britvic is an international soft drinks business rich in history and heritage. Founded in England in the 1930s, it has grown into a global organisation with 37 much-loved brands sold in over 100 countries.

The company combines its own leading brand portfolio including Fruit Shoot, Robinsons, Tango, J2O, London Essence, Teisseire and MiWadi with PepsiCo brands such as Pepsi, 7UP and Lipton Ice Tea which Britvic produces and sells in Great Britain and Ireland under exclusive PepsiCo agreements.

Britvic is the largest supplier of branded still soft drinks in Great Britain and the number two supplier of branded carbonated soft drinks in Great Britain. Britvic is an industry leader in the island of Ireland with brands such as MiWadi and Ballygowan, in France with brands such as Teisseire, Pressade and Moulin de Valdonne and in its growth market, Brazil, with Maguary, Bela Ischia and Dafruta. Britvic is growing its reach into other territories through franchising, export and licensing.

Britvic is a purpose driven organisation with a clear vision and a clear set of values. Our purpose, vision and values sit at the heart of our company, driving us forward together to create a better tomorrow. We want to contribute positively to the people and world around us. This means ensuring that our sustainable business practices, which we call Healthier People, Healthier Planet, are embedded in every element of our business strategy.

Our purpose: Enjoying life's everyday moments

Our vision: To be the most dynamic soft drinks company, creating a better tomorrow.

Our values: We care, We're courageous, Own it, Stronger together, Act with Pace.

Britvic is listed on the London Stock Exchange under the code BVIC and is a constituent of the FTSE 250 index.

Find out more at [Britvic.com](https://www.britvic.com)

## Sources

NielsenIQ RMS Total Coverage, Value Sales, Total Dilutes, Britvic Defined, 52we 26.03.22

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