

MAKING YOUR STORE **MORE SUSTAINABLE**

How SBF GB&I and Energy Saving Trust worked with one retailer to create a simple guide to starting your sustainability journey in your own shop



New name **SUNTORY** BEVERAGE & FOOD GB&I

same tasty, lower-sugar drinks.



Suntory Beverage & Food GB&I
is the new name for Lucozade Ribena Suntory.



Ribena is a registered trade mark.
Lucozade Zero - zero sugar, awesome taste. Light: 80% fewer calories than regular soft drinks.
LUCOZADE, LUCOZADE ENERGY, LUCOZADE REVIVE, LUCOZADE SPORT and the Arc Device are registered trade marks.



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Suntory Beverage & Food GB&I (SBF GB&I) have helped a Derbyshire retailer save more than £600 a year by implementing a series of sustainability focused changes in his store over the last year.

At the start of 2020, SBF GB&I partnered with Energy Saving Trust, a trusted organisation that helps people and businesses save energy every day, to implement a series of sustainability-focused changes in Amit Patel's 900sq ft. store in Derbyshire over the course of a year. With those changes now complete, we can reveal the impact that they have had, and how Amit's customers have reacted.

The incredible savings help show that by making changes that benefit both their local community and the wider world, convenience retailers in the UK could cumulatively save an astonishing £28.3M every single year.

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To get regular updates on the project, follow SBF GB&I on Twitter at [@suntorybf_gbi](https://twitter.com/suntorybf_gbi)



HOW SBF GB&I IS HELPING RETAILERS DRIVE CHANGE

Alpesh Mistry, Sales Director, SBF GB&I



HOW WE GOT STARTED IN AMIT'S STORE

Andrew Tod, Insights & Analytics Manager, Energy Saving Trust



As part of the Suntory Group vision of Growing For Good, Suntory Beverage & Food GB&I (SBF GB&I) is using our position in the industry to lead the soft drinks category in driving positive change. Growing For Good means everything we do as a company always benefits our community, and by continuing to do good things for society and the environment we will help make a better, brighter future post-Covid-19 and beyond.

Becoming more sustainable is important for the future of the planet, and for individual stores it can also be a great way to attract new customers and retain existing footfall, as well as a great way to save money.

There are statistics to support the reasons why small retailers should focus on sustainability. One third of shoppers (33%¹) is now choosing to buy from brands that they believe are doing social or environmental good, and 92%² of consumers say sustainable business practices should now be standard.

But it can be difficult for store owners to know where to start on the broad and varied topic of sustainability.

To help show retailers what is possible we have teamed up with Energy Saving Trust and Derbyshire retailer Amit Patel on a major project to show how small changes can make a big difference in making stores more environmentally and financially sustainable.

Over the next few pages you'll see how we implemented some changes in Amit's store, and see the results that these changes have achieved for him, and learn how they have helped the wider environment.

These changes tie in with our own work as a business. At SBF GB&I, we have an ambitious target to move to using only 100% sustainable plastic bottles by 2030. On our way to reaching this ambition and with the planned deposit return schemes (DRS) creating more recycled plastic, we expect to reach at least 50% sustainable packaging by 2025.

We continue with our own journey to achieve net zero carbon emissions through our entire value chain by 2050. Our interim target aims to reduce greenhouse gas emissions by 50% from our direct operations and by 30% across our value chain by 2030.

Our journey to 100% sustainable bottles includes removing

unnecessary plastic and hard to recycle plastic, for example plastic straws from drinks cartons, wherever possible (we've reduced it by 3,149 tonnes over the last five years). But much more than that, it's a shift to using only sustainable plastic. We are including more rPET in our bottles and supporting the introduction of a GB-wide DRS. To boost supply of available rPET we're making sure our bottles are fit for bottle-to-bottle recycling with major redesigns across our core brands; Ribena's transformation is already complete and Lucozade Sport will undergo a similar change this year.

We'd love you to make your own commitment, so at the end of this booklet we've got a page where you can write down your own changes, and hopefully draw inspiration from Amit's story to start your own journey.

The in-store sustainability project in Amit's store is just the start, and over this year SBF GB&I will be aiming to work with other retailers to inspire them to make small improvements in store to drive their own positive changes.

To find out more information on our sustainability work, follow us on Twitter at @SuntoryBF_GBI.

To get started in Amit's shop, we assessed all the appliances and lighting, providing actions that could reduce the store's energy consumption, carbon emissions and bills. We also considered other elements of sustainability, such as waste and transport.

We ordered two modern enclosed chillers from Pastorrigror's Genova range¹, to replace Amit's old open chillers. Energy efficiency information isn't always provided with new chillers, but it's worth seeking out as it will impact the store's running costs. Enclosed chillers keep the cold in for longer, reducing their energy consumption compared to open chillers. It is estimated that chillers with doors, compared to open units, reduce electricity by 20% to 50%². Another benefit is a reduction in the heating needed in winter as the cold air does not leak into the store.

One of Amit's old chillers actually broke during the 2020 heatwave. When an appliance breaks, it's a great opportunity to replace it for a more efficient unit. They may cost more initially, but they could save you money over the appliance's lifetime.

Amit's 10-year-old lighting system consisted of LED tubes with a high-power rating. The old rectangular strip lighting cases were replaced

with in-built LED panels flush with the ceiling, removing the visual obstruction and giving a better sense of space. Cooler light provides a brighter, white light, illuminating store and products further. Current LED technology uses less electricity than older LEDs. In addition, Amit's storeroom was fitted with motion sensors to automatically turn on and off the lights when no occupancy is detected. With this new system, the installer estimated lighting electricity consumption would reduce by 51%.

We also replaced the TV that displays the CCTV. As the TV is on during the whole working day, it's important to choose a highly energy efficient one. A new replacement TV could do the same job but potentially use 79% less energy³.

Amit explained that the front door of the store would not close properly, as the wind would permanently keep the door ajar, letting cold air come into the store and warm air escape.

This was a quick job for a handyman, reducing drafts and keeping the heat in. Not only did this reduce heating costs, but it also helped staff and

customers feel more comfortable while in the store.

In Amit's storerooms, we noticed that a lot of the vertical space was not being used, as products could only be stacked so high until it became too unsafe to do so. To solve this, we installed heavy duty shelving units, which increased the storage space by 36%. Amit can now better monitor his stock, reducing the amount of orders he has to make for delivery, and meaning he has to make fewer trips to the cash & carry. This reduces fuel costs and emissions associated with using a vehicle. Lastly, the new storage units make it safer for staff.



DRIVING IN-STORE SUSTAINABILITY

We've teamed up with The Energy Saving Trust to make changes in Amit Patel's 900sq ft. store in Sandiacre, Derbyshire. We're going to share how and why we introduced the changes, and what impact they have over the next year.



RETAILER
Amit Patel

STORE NAME
Premier Town Street,
Sandiacre

STORE SIZE
900sq ft

BUSIEST TIME
5.30–7am, with passing
tradesmen and drivers
buying soft drinks and
breakfast goods

THE FIRST VISIT

CREATE A SUSTAINABILITY TEMPLATE

The team met with Amit to look at key areas in his store that might benefit from some tweaks and changes, and to create a template for retailers looking to start their own sustainability journey.

WHAT ARE YOUR ENERGY DRAINS?

Walk your store from door-to-door and look from floor to ceiling. What are your big energy drains, and what can you improve? Look at your windows and doors – do you have double glazing; do they let heat out? When was your lighting last improved?

Lighting isn't just great for making your store look better – newer LEDs can reduce energy bills instantly. Could you add occupancy sensors or daylight sensors to reduce use? What TV screens do you use for monitoring customer behaviour? There are 32" screens that use only 31W, which can bring down your costs significantly.

REDUCE YOUR CHILLER ENERGY USE

Are your chillers and freezers the newest available? You might be surprised at how much energy older models use compared to other newer ones. Think about how you can moderate energy loss if you can't yet fully replace the units. Can you add night blinds to keep energy in?

A YEAR OF SUSTAINABILITY

These are only the tip of the iceberg. Over the next 12 months we helped Amit make some simple, affordable changes in his store, and prove how a focus on sustainability is good for business.

Look out for our regular columns in this magazine and follow our updates on [@SuntoryBF_GBI](#). Hopefully they will inspire you to walk your own store and start your own sustainability journey.

[#GoodForBusiness](#) [#GrowingForGood](#)



CHANGE 1 SMALL CHANGES BIG RESULTS

We looked at Amit's store to decide the key areas that might benefit from some tweaks and changes, and to help retailers develop thoughts around their own sustainability journey.

"Having walked the store from door-to-door, we identified three immediate improvements Amit could make which show that if small changes are scaled up, the convenience world can deliver a real positive sustainability impact," said Jemma Healy, category controller at SBF GB&I.

REPLACING THE BEHIND-THE-COUNTER HEATER

Amit uses a mini 800W oil-filled radiator behind his counter to stay warm, but isn't providing a warm, comfortable space for staff.

"When considering sustainability, you also need to make sure your devices work well for you," says Andrew Tod of Energy Saving Trust. "A mini radiator in a large space won't help keep you warm as it is trying to heat the whole store, so in situations where you just need heat at the till, directional heat from a halogen heater is more suitable."

We replaced his convection space heater with a directional halogen heater that will keep staff warm when its pointed at them.

REPLACING THE FRONT DOOR

Amit's store is on a main road, and the force of the many lorries that drive past means his door is often open, letting heat out and cold air in.

By installing a new door-closing mechanism, costing £500, we can ensure the door doesn't blow open – making customers more comfortable and keeping heat in, thus using the behind-the-counter heater less often.

Savings are difficult to accurately quantify but this new measure will reduce energy consumption and bills as the space is better heated and improve the thermal comfort of the store.

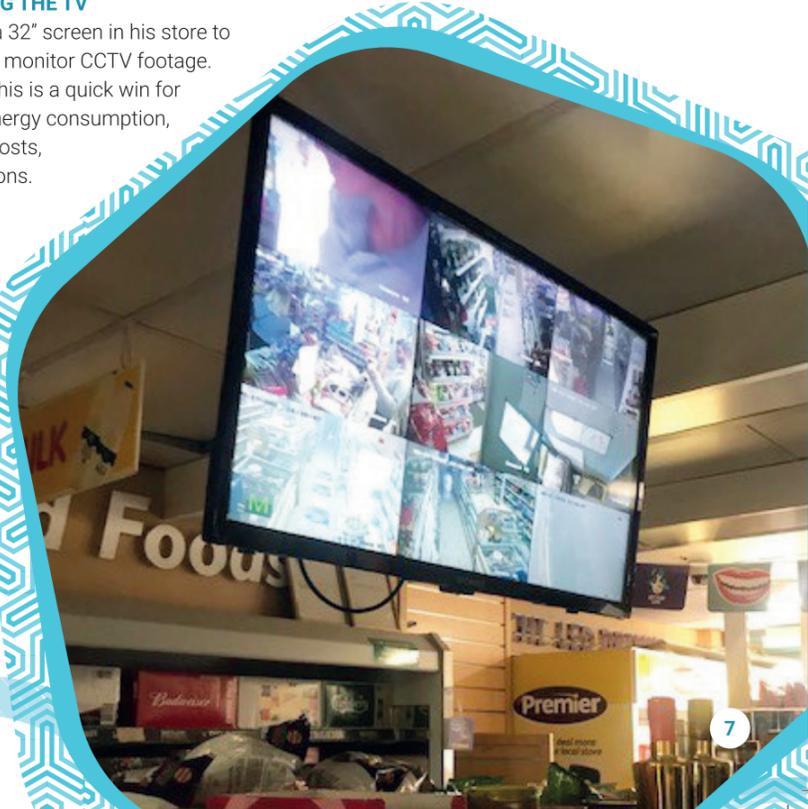
UPGRADING THE TV

Amit uses a 32" screen in his store to display and monitor CCTV footage. Replacing this is a quick win for reducing energy consumption, electricity costs, and emissions.

We replaced this old screen with a more energy efficient model, with a power rating of 30W (compared to Amit's existing TV, which has a rating of 150W), costing £149. For a screen that's on for 12 hours a day, 360 days a year, this could save up to £80 per year.

"Many manufacturers now provide a typical annual energy consumption for new TVs, to help you compare models before you buy," says Tod.

"Turning the TV off at the plug overnight will make an additional energy saving, so ensure this is done each night before you leave the store."



CHANGE

2

LIGHT SAVINGS

In our first visit, we identified some “quick fix” changes that could start to impact the sustainability credentials of Amit’s store. Next, we started to look at some larger changes that can deliver real impact.

While for some stores, the pandemic might make it difficult to implement larger changes, for others it’s an ideal time. Amit altered the layout of his store to make it safer for his customers, so he was able to close parts of his store to quickly and easily change his lighting in store.

“The first thing people notice when they walk in a store is whether it’s bright and welcoming, or dark and foreboding,” said Jemma Healy, category controller at SBF GB&I.

“Not only can great lighting make a store look welcoming, choosing eco-friendly lighting options can also save a tremendous amount of money.”

THE CURRENT SITUATION

The main area of Amit’s store was lit with 28 traditional 6ft long 30W tube lights, installed around 10 years ago. These lights weren’t inviting people to walk to the back of the store or showcasing the products on his shelves, potentially stopping Amit

from maximising his takings. The same lights were being used in the storage room.

These lights were using almost 3,300kWh of energy, and costing Amit around £530, each year.

A SUSTAINABLE FUTURE

“Lighting can make up a significant proportion of a retail business’s energy consumption,” said Andrew Tod of Energy Saving Trust.

“There are many reasons store owners might put off replacing their old, inefficient lighting, but there is a strong business case to do so. Top-line estimates about Amit’s store show that installing new LED panelled lighting could reduce his lighting costs by 50% - in Amit’s case, around £265 – a year”.

WHAT WE CHANGED

By taking the old tubes out and replacing them with 20 low wattage and energy efficient LED panels*, we were able to lift the lighting level by 30% and improve the spread of light to the shelves.

We also introduced two passive infrared (PIR) sensors for Amit’s storeroom – meaning the lights in those rooms would only come on when they sense movement, further helping to reduce energy use.

“By installing new movement sensors we were able to introduce an even more sustainable system,” adds Tod.

“Changing over the lights in Amit’s store took only two days, but the impact on his bills and the long-term energy use of his store will last much longer,” says Healy.

“This really is a change that, in every way, will be #GoodForBusiness”.

* Actual products fitted: KLED27PNL Kali-Pro LED Panel, 27W, 595x595mm; 2x Smart control PIR microwave movement control

INSTALLING NEW LED PANELLED LIGHTING COULD REDUCE HIS LIGHTING COSTS BY 50% - IN AMIT’S CASE, AROUND £265 – A YEAR

CHANGE

3

STORING UP SUCCESS

Behind the shopfloor, away from the eyes of your customers, is one of the most overlooked areas of the store.

“Most retailers will have some sort of stock room or storage area,” says Andy Pheasant, National Account Manager at SBF GB&I.

“Using storage space more efficiently can have a genuine impact on the overall carbon footprint of a store, as well as making the administration involved in ordering and rotating stock much easier to handle.”

THE CURRENT SITUATION

“Amit is blessed with space in his storeroom, but this means it’s a dumping ground for stock, and unused shelving and PoS. He could use his space more effectively to help manage the number of deliveries that he gets, cut down on unused space, and reduce wastage,” says Andrew Tod of Energy Saving Trust.

Amit gets three deliveries a week from his wholesaler and runs a van to his local cash & carry every week to top up on forgotten, new, or previously unavailable items.

“By storing things more logically, Amit can keep better track of what he needs to order, which will make his life easier and help bring down the amount of CO2 he is responsible for through deliveries and trips to the cash & carry,” adds Pheasant.

A SUSTAINABLE FUTURE

It might not seem like much, but by thinking about how goods get to and from the shelf, small businesses can think about both their local, and their wider global, environmental impact.

“Getting goods to store is one of the biggest contributors to CO2 emissions. By reducing the number of deliveries, and taking valuable road miles out of the system, stores can have a real impact on reducing emissions and improving local air quality” says Tod.

WHAT WE CHANGED

We installed a racking system in the storeroom, which instantly helped Amit to better organise his stock.

“It’s amazing, to be honest – it seems so simple, but I can now see exactly what I have of each SKU.

Even within the first week I was able to reduce the deliveries from my wholesaler down to two from three, as I could more easily track what I needed,” says Amit Patel.

By reducing his own trips through better ordering, he can save himself £42 per year, and reduce the 125g/km of CO2 his current van produces. These small savings can add up to deliver a much larger impact for the store, and the planet.

Retailers should look honestly at their own storeroom to see if they are making the most of every delivery, and whether they can take those delivery miles off the road.



CHANGE 4 SAVINGS, SERVED CHILLED

Chillers involve a sizeable cash outlay and can be expensive to run. But updating or replacing your chillers with a more energy efficient model can make a huge impact on your store's energy bills, make your store more appealing to customers, and dramatically improve your sustainability credentials.

Between 2012-2016, by implementing simple changes to chillers SBF GB&I had supplied to retailers, including replacing non-LED lights, pre-setting thermostats to 5°C and fitting energy management devices, SBF GB&I were able to save retailers a combined £11M¹ on their energy bills.

THE CURRENT SITUATION

Amit has two large chiller units at the front of his store, showing off soft drinks, dairy and food-to-go range. The soft drink chiller is almost 15 years old and, aside from his oven, the highest highest energy consuming appliance in store.

"Making this more efficient while maintaining a range that caters for his customers and is easy to access in a hurry is key," says Andy Pheasant, National Account Manager at SBF GB&I.

Implementing new chillers will help Amit save money and make his store more sustainable, and better show off his great range of soft drinks, dairy products and food-to-go.

A SUSTAINABLE FUTURE

When your chillers are coming to the end of their life, you can calculate the annual energy consumption of your current chiller and compare it to a new model, using the power rating and the number of hours per day you have your chiller on. Sites like www.ukpower.co.uk/tools/running_costs_electricity can help.

If you're not ready to replace a chiller, there are steps you can take to mitigate energy use.

"Retro-fitting doors or installing night-blinds are both affordable options that can make a real difference to your energy use," says Andrew Tod, of Energy Saving Trust.

"You should also ensure the chiller isn't running too cold for the products in it, 5°C is the recommended temperature for soft drinks. And keep your chiller fully stocked – it takes a lot more energy to chill an empty unit," he adds.

WHAT WE CHANGED

"Amit's main soft drinks chiller has an estimated running cost per year of £515. By selecting a more efficient replacement model, we can save up to £104pa," adds Andrew Tod, of Energy Saving Trust.

Similar savings were made by replacing his dairy deck at the same time.

"The difference is astonishing," says Amit. "These new chillers take up the same space in store but have a more modern design with more space inside, so I can show off my full range more clearly".

"My customers will love them, and the savings that I will make on my energy bills thanks to these two new units will be the icing on the cake".

CHANGE 5 CHANGING BUSINESS BEHAVIOUR

Over the last year we've helped Amit Patel make several sustainability changes to his store. These include more energy efficient chillers, low-energy LED lighting, and shelving to help him reduce the number of deliveries he needs each week.

"The final step is to ensure Amit and his staff think 'sustainability first' when in store, and make his local community aware of the focus he is putting on sustainability," says Andy Pheasant, National Account Manager at SBF GB&I.

"Marketing to your audience is vital to get buy-in, promote your work, and raise awareness of what you're doing."

THE CURRENT SITUATION

Amit spends a lot of time behind the counter and, in a store with such a regular local customer base, this means he knows the majority of shoppers.

Communicating to shoppers is a crucial part of raising awareness of the improvements in Amit's store, and their wider positive impact.

"Amit is ideally placed to pass on sustainability messages, not just to shoppers, but also to staff," says Andrew Tod, Insights & Analytics Manager at Energy Saving Trust.

"There is no system to ensure staff turn off all appliances at the end of each day, for example.

"Similarly, there are no regular checks in place to ensure that his chillers are working as well as they should."

WHAT WE CHANGED

We put up a poster in Amit's window to outline the five big changes. We also made specific POS for his chiller, telling shoppers how they can do their bit to help, by keeping fridge doors closed while they browse and recycling their empty bottles.

To help Amit and his staff add some structure to their sustainability efforts, we have provided simple documents that will help them keep all electrical equipment in tip-top shape and reinforce the value of the work that we've done during the year.

Amit has a template letter to show local schools about the project, to help spread the sustainability message to the next generation of shoppers.

"The POS is eye-catching, and having simple checklist documents will mean I can see at a glance that everything is running smoothly, and that everyone is working hard to keep energy bills as low as possible," added Amit Patel

"This whole project has been brilliant and getting staff and customer on board is the perfect way to ensure the work we've done has a wider impact."



Below and right are examples of how we helped communicate the work done to consumers, and Amit's staff.

Below is some example POS messaging that we put up around Amit's store, to help explain why these changes are important; and right is a new daily chiller temperature check list that Amit and his staff now use to make sure that his new equipment is always operating as well as it can.



NEW CHILLERS

Our new fridges reduce the amount of energy we use by up to 50%. This one change alone will help us put 1.4 tonnes less CO2e into the atmosphere each year, an impact equal to taking a car off the road for a whole year.



NEW LIGHTING

By replacing our old lighting with newer, brighter lighting, we've managed to make a change that will help us put 455 kg less CO2e into the atmosphere each year, the equivalent of a return flight to Tenerife.



NEW STORAGE AND DELIVERY SCHEDULE

We've taken steps to improve our storage space to reduce the amount of deliveries we get each week. We're now using 30% more space in our stock rooms, and the potential to reduce deliveries and waste will hugely impact our carbon footprint.



REDUCING ELECTRICITY

We've upgraded key appliances – including our screen and our heating – to reduce our energy use and improve the comfort of staff. These changes will make Premier Sandiacre a more pleasant place to shop, while adding to the energy we're saving throughout the store.



SUPPORT FOR LOCAL CLUBS

We donated our old fridges to Sandiacre Cricket Club. Not only are we improving the environment within our store, but we're also trying to add benefits to the community. By recycling these fridges we're reducing the amount of waste we're creating.

We hope that you appreciate the work we've done, and like how these changes make the store look. Please let us know your thoughts and let us know if there are other changes you'd like to see us make in store.



**DAILY CHECK LIST FOR STAFF:
SOFT DRINKS CHILLER**

MONTH/YEAR:

MONTH/YEAR:

DATE	OUT OF DATE STOCK	TEMPS: MORNING EVENING	STAFF SIGN	DATE	OUT OF DATE STOCK	TEMPS: MORNING EVENING	STAFF SIGN
1		/		1		/	
2		/		2		/	
3		/		3		/	
4		/		4		/	
5		/		5		/	
6		/		6		/	
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30		/		30		/	
31		/		31		/	



THE RESULTS FROM OUR PROJECT WITH AMIT

Andrew Tod, Insights & Analytics Manager, Energy Saving Trust



Throughout the year we monitored the electricity consumption of the store. The electricity consumption data was analysed in two ways, firstly to look at the potential impact of each energy related intervention and secondly the impact on electricity consumption and bills throughout the whole period.

As monitoring only happened over a year, from February 2020 to February 2021, we had to calculate the likely future electricity consumption to make year on year comparisons. Also, it should be noted that the COVID-19 pandemic started to impact around the beginning of monitoring period and was ongoing throughout. It is unclear to what extent this affected the store's energy

consumption, however anecdotal evidence suggests the store was busier than a typical year due to increased local custom.

The results from the analysis (Table 1, below) shows the electricity consumption in kWh per day before the installation happened and afterwards. It shows the difference in electricity before and after and the percentage difference. The results show that the greatest impact on electricity consumption out of all the installations was the chillers, reducing electricity consumption by 13%. The new LED panel system reduced electricity consumption by an estimated 5%.

Figure 2 (above, right) shows the electricity consumption per day through the monitored year. The peaks in the graph are the

weekdays and Saturdays and the troughs are Sundays.

During the summer of 2020 there is a clear increase in electricity consumption probably due to the old open chillers working harder than usual to maintain their set temperatures during particularly hot weather. One of the chillers stopped working during this period probably due to a combination of its old age and the heatwave the UK experienced.

One of Amit's chillers broke in July 2020 a noticeable drop in electricity consumption can be seen in the graph. When the two new chillers were installed October 2020 the electricity consumption did not increase back to the amount used before but maintained a new lower baseline. This shows that the installations in combination have maintained a reduced electricity profile.

To evaluate the impact of the installations we reviewed data from a year before they went in (based on bills supplied by Amit) as well as a year afterwards. We used historic bills to calculate the

TABLE 1

Projected savings by installation type

Installation	Before (kWh/day)	After (kWh/day)	Difference (kWh/day)	Difference (%)
TV	98.5	97.5	1.0	-1%
LED System	93.9	89.4	4.5	-5%
Chillers	89.4	77.4	12.0	-13%

FIGURE 2

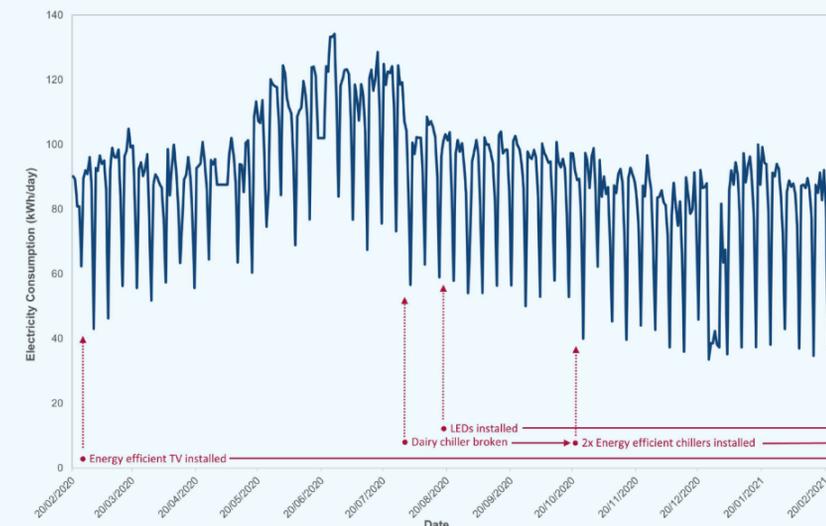


FIGURE 3



FIGURE 4

Projected annual savings

Comparing a year before with a YEAR DURING all installations	Before	35671
	After	32514
	Difference	-3157
	Difference (%)	-9%
Financial Saving		£446

Comparing a year before with a YEAR AFTER all installations	Before	34882
	After	30566
	Difference	-4316
	Difference (%)	-12%
Financial Saving		£609

monthly electricity consumption (blue line in Figure 3, left) and we projected the electricity consumption after the monitoring data to predict what would happen after the monitoring ended in February 2021.

We did this by assuming that February 2021 is the lowest consumption over a year as shown in the previous years data, and then projected the electricity consumption for the rest of the year by assuming the same rate of consumption that happened in 2020 occurred in 2021 as well (red line in Figure 3, shown left). The monitored data can be seen as the yellow line and the period the installations occurred are within the black box in Figure 3.

This analysis showed that there was a 9% reduction in electricity consumption during the installation period. That climbed to a 12% reduction after all the installations were completed.

This equates to potential financial saving of up to £610 a year (Figure 4).

SUNTORY

BEVERAGE & FOOD GB&I

we have a plan to make all of our plastic bottles 100% sustainable by 2030.



 **RECYCLE!**
AND HELP TURN BOTTLES
BACK INTO BOTTLES

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