

# International Blackcurrant Conference, 2016

**Peter Harding, Chief Operating Officer**  
**Lucozade Ribena Suntory**







# Introduction

  
LUCOZADE RIBENA  
SUNTORY

  
Since 1938  
**Ribena**<sup>®</sup>



Japan



水と生きる



Suntory

LUCOZADE RIBENA  
SUNTORY

Since 1938  
Ribena





# Lucozade Ribena Suntory

Part of a global company with the UK at its heart



In 2015 we pledged to further reduce the calories in our drinks portfolio by 20% per 100ml by 2025 or sooner and increase our investment in promoting light and lower calorie drinks.



A healthier future





1950s



1980s



2010s



Brand History since 1938













Our unique relationship with our growers forms a crucial part of our business and spans four generations on some farms. Our growers are fundamental in creating the unique blend of berries that are used to make Ribena.

100%

of Ribena's blackcurrants are UK-grown and account for

90%

of the total British blackcurrant crop

Commitment to our Growers and the UK





YOU CAN'T GET ANY MORE Ribenary™



LUCOZADE RIBENA  
SUNTORY

