

The British AG Barr Soft Drinks Group presents its brand portfolio at SIAL 2024

Established in 1875, the business has grown during its 149 years to a turnover of €500m, by building its brands, adding new brands to its portfolio and extending its operational footprint across the UK.

Operating across the UK and Internationally in over 40 countries, we offer a diverse and differentiated portfolio of great tasting brands.

Whether it's the iconic [IRN-BRU](#), launched in 1901, our market-leading [Rubicon Exotic](#), or partner brand [Snapple](#), our brands offer people a choice of great tasting products and a category leading innovation portfolio.

We have also been pursuing an acquisition growth strategy in recent years and now offer [Funkin cocktails](#), [Moma Foods](#), [Boost Drinks](#) and [Rio Drinks](#) as part of the AG Barr group.

We are particularly excited to present our Rubicon Exotic brands which offer consumers a premium quality alternative to the traditional orange & apple fruit juices and cola & citrus / lemonade carbonates to drive these categories internationally.

We are also proud to bring to SIAL visitors our latest Rubicon innovation - [Rubicon RAW Juiced Energy](#) - offering not only Functionality but Taste and a differentiated positioning to the classic Energy brands. RAW Energy targets new consumers & consumption occasions to drive Penetration in Energy and further drive the Category and contains as much as 20% Fruit Juice, unique flavour combinations, natural caffeine and no taurine..

Last but not least, we are delighted to bring our latest additions at SIAL - Boost is the UK's No. 3 functional brand with its range of energy drinks, iced coffees and isotonic drinks - offering all the taste and performance of the premium brands. Inspired by the exciting city of Rio, Rio offers a delicious blend of tropical fruit juices in a lightly sparkling water and is the 2nd fastest selling 330ml Fruit drink in the UK.

Come and visit us in Hall **5C**, Stand **G101** to discover all these great tasting and exciting soft drink category drivers.