



# PRESS RELEASE

**Monday 25<sup>th</sup> July**

## **JET SET GO WITH IRN-BRU**

### **Scots families set for holiday boost with the launch of PHENOMENAL BRU-Jet**

Knowing how Scots love their holidays, the nation's favourite soft drink, IRN-BRU, is rewarding its drinkers with a phenomenal summer promotion. Launching BRU-Jet, today, at Glasgow Airport with the help of the drink's phenomenal stewards Derek and Jackie, IRN-BRU announced the drink is giving away 100 seats aboard BRU-Jet taking lucky winners to soak up the sun in Tenerife.

Latest research shows that despite the economic downturn Scots value their holidays and are willing to sacrifice life's other luxuries to ensure they can still visit favourite holiday destinations like Spain and France. Holiday bookings are on the rise in 2011 with a 10%<sup>1</sup> increase in short haul holidays in 2011 versus 2010. Over 300,000<sup>2</sup> Scots will be holidaying abroad this summer. Now, Scotland's favourite soft drink is going to make it even easier for 100 lucky people to take a sunshine break as they board the BRU- Jet to Tenerife for a week in October!

Believing that Scots deserve a treat, during what is a cash-strapped time for many, the team at AG Barr, the makers of IRN-BRU, will offer 25 winning tickets on packs from the 25<sup>th</sup> July. The winning ticket details will be hidden behind the labels of special packs of IRN-BRU and those lucky enough to find one will receive four tickets onboard the BRU- Jet plane for them and three special guests, followed by seven nights all inclusive hotel stay.

Martin Steele, Senior Brand Manager for IRN-BRU commented:

*"The past couple of years have been difficult financially for many people, but recent research shows that Scots love getting away for their annual holiday and as Scotland's favourite soft drink we want to help. 100 lucky people will get the chance to come away with IRN-BRU for a week in the sun. Those who don't win the BRU-Jet holiday will still receive a 10% off voucher for holiday bookings with our partners Barrhead Travel, so there's something for everyone."*

In what is the biggest ever giveaway for the company the BRU Jet stewards Derek and Jackie will be appearing in a hilarious new IRN-BRU advert on air tonight and sees the phenomenal duo play up to stereotypical images of cabin crew. Members of the

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<sup>1</sup> Statistics from Abta

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people will be able to win instantly simply by purchasing 2litre, 500ml and 9 and 18 pack multipacks, which contain the lucky labels, which are in store now!

#### **Ends**

For further information, please contact Janice or Stacey at Burt Greener Communications on 0131 220 0003 or: [stacey@burtgreener.co.uk](mailto:stacey@burtgreener.co.uk) or [janice@burtgreener.co.uk](mailto:janice@burtgreener.co.uk).

#### **Notes to Editors**

##### **A G Barr**

A G Barr is the UK's leading independent manufacturer of branded soft drinks with an annual turnover of over £200m. Established by Robert Barr in 1875, the company now produces a large range of soft drinks including IRN-BRU, Diet IRN-BRU, BARR Flavoured Carbonates, Tizer, St Clements, D'N'B, Orangina (produced by us under licence from brand owner Schweppes International Ltd), Rockstar (under a manufacturing and distribution agreement with brand owners Rockstar Inc USA), Findlay's Natural Mineral Water and Strathmore Spring Water. The company employs over 1000 people across 12 sites in the UK. Barr Soft Drinks were also the first new Scottish signatory to the 2010 WRAP Courtauld Commitment phase 2 which aims to reduce the carbon impact of grocery packaging, reduce household food and drink and packaging wastes and encourage recycling.