

The British AG Barr Soft Drinks Group presents its brand portfolio at ANUGA 2025

Established in 1875, the business has grown during its 150 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 or our market-leading [Rubicon Exotic](#), 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](#), and [Rio](#) 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 juices and to the cola & lemon/ citrus carbonates to drive these categories internationally.

We are also proud to bring to ANUGA visitors our latest Rubicon innovation

[Rubicon Spring](#), the UK's No. 1 Sparkling Flavoured Water¹, has disrupted the functional water category in 2025 with its brand new Rubicon Spring Vits still range.

[Rubicon Spring Vits](#) provides the opportunity to drink more water with the great taste of Rubicon and added health benefits - it is packed with essential vitamins to support energy and immunity and made with spring water, fruit juice and natural flavours, each format is just 15 calories.

Last but not least, we are delighted to present our functional Boost brand and our sparkling tropical Rio brand at ANUGA. [Boost](#) is the UK's No. 3 functional brand including energy drinks, iced coffees and isotonic drinks - offering all the taste and performance of the premium market leading 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 **8.1**, Stand **D118** to discover all these great tasting and exciting soft drink category drivers.

¹ Circana, Value sales, Flavoured Water, MAT to 21/12/24, Total UK