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Relentless launches punchy new flavour

The new tropical flavour is the ideal fruity refreshment for the summer months and is designed to fuel the growth of Relentless

By **Shraddha Warde** | April 30, 2024



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Coca-Cola Europacific Partners Great Britain (CCEP) is bringing even more flavour to the energy drinks category with the exciting addition of Relentless Fruit Punch.

The new tropical flavour is the ideal fruity refreshment for the summer months and is designed to fuel the growth of Relentless, which is the no.4 energy drink brand in GB worth £45m.

Rolling out in May, Relentless Fruit Punch comes in an eye-catching vibrant pink can design with the recognisable Relentless 'R' motif in the centre, coming in plain and price-marked* 500ml packs for shoppers to enjoy on the go.

A £1 price-marked-pack will be available from June and convenience retailers can also drive excitement in-store with Relentless Fruit Punch POS materials and digital downloads, available from My.CCEP.com.

This summer, Relentless will continue to work with music ambassadors and partners, launching a digital promotion for brand fans to win JBL audio prize bundles including party box speakers and headphones.

Helen Kerr, Associate Director of Portfolio Development at Coca-Cola Europacific Partners GB, said: "The energy drinks market is booming and is now worth more than £2bn in GB and growing, and innovation is key to driving this momentum. This latest arrival follows the introduction of the Relentless Zero Sugar range, which has generated nearly £9m since launching in summer 2022 and continues to deliver double digital volume and value growth.

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