



innocent Drinks introduces price-marked packs to two SKUs

- innocent Drinks introduces new price-marked packs to two of its key SKUs
- 750ml price-marked packs of Orange Juice Smooth and apple juice have a recommended retail price of £2.49, printed front-of-pack
- The new price-marked products will be exclusively launched with Co-op Wholesale, in Nisa facia stores on July 14th, before rolling out to traditional convenience and symbol retailers

LONDON, JUNE 2025: innocent Drinks, Europe's leading healthy drinks company, launches price-marked packs (PMPs) for two of its SKUs.

The announcement comes as innocent looks to expand its share in the impulse channel, advancing its mission to bring the delicious goodness of fruit and veg to more places.

The 750ml price-marked packs of orange juice smooth and apple juice have exclusively launched with Co-op Wholesale, in Nisa facia stores on the 14th July with a price mark of £2.49*, before being rolled out to traditional convenience and symbol retailers.

The RRP is printed front-of-pack, offering clear price transparency to shoppers.

PMPs also simplify the experience for convenience and symbol retailers, as the established brand connection fosters trust with their shoppers. The new range will be available to both existing and new retail partners.

The new £2.49 recommended retail price (RRP) offers consumers and targeted retailers a competitive price point compared to other options in the market, where the average price is £3.10*.

Tom Vernon, Senior Commercial Manager at innocent drinks, commented:



"At a time when shoppers are looking for great quality at a price they can trust, price-marked packs offer clear value on-shelf and help drive confidence at the point of purchase. By introducing them across two key SKUs, we're helping our partners respond to consumer needs whilst offering our drinkers a competitive price point. With few chilled-juice brands currently offering price-marked packs, we're excited to be bringing the delicious goodness of fruit and veg to even more places."

About innocent drinks

Launched in 1999, innocent is Europe's favourite little healthy drinks brand. We sell natural, healthy drinks in over 18 markets around the world, – smoothies in little and big bottles, and for kids, not-from-concentrate juices, a refreshing range of coconut water, bubbles: our lightly sparkling fruit juices and our shots range.

We've always said we want to stand up for what matters and leave things better than we find them. We became a B Corp back in 2018 (and recertified with a score of 105.2 in 2021) – an independent validation of what we've always believed in. We joined a movement of businesses around the world that are committed to being a force for good.

We're on a journey to be good all round for people and the planet in everything we do. It's the reason why we started the innocent foundation to help feed the world's hungry, always give 10% of our profits to good causes, built the blender (our all-electric, powered by renewable energy, little drinks factory) and will never stop looking for more ways to make our packaging more sustainable.

