

BON ACCORD SUPPORTS EDINBURGH INTERNATIONAL FESTIVAL

Submitted by: Wonderhouse Creative

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The newly reimagined Scottish soft drinks company, Bon Accord (<http://www.bonaccordsoftdrinks.com/>) announces their official sponsorship of the 2019 edition of the Edinburgh International Festival (<https://www.eif.co.uk/>).

With 70% of Edinburgh International Festival tickets sold to residents of Scotland and 60% of them local to Edinburgh, Bon Accord's involvement is close to home. Both brands share a global view and are fun, imaginative and social with the aim to put Scotland on the world stage. With its roots firmly in Scottish soil, Bon Accord has revolutionised the soft drinks market with their unique and delicious alcohol free, naturally sweetened recipes. Launching in June 2016 and having recently celebrated their 3rd Birthday, Bon Accord has reinvented the well-loved Scottish brand to appeal to the tastes of the modern consumer; collaborating on unique recipe developments with the Edinburgh cocktail connoisseurs behind Lucky Liquor and Bramble.

Their contemporary take on the historical brand that builds on both heritage and passion, naturally aligns them with the festival as home-grown, cultural and creative leaders. Offering free serves of their tonics and softs including the favourite, Salted Pink Grapefruit Soda and Rhubarb Soda among other nostalgic flavours like Ginger Beer and Cream Soda, Bon Accord will be served at exclusive Edinburgh International Festival events along with Edinburgh Gin. From launch at the opening celebration to international lounges, private artist parties, selected festival venues and the closing party, Bon Accord look forward to being part of the Festival.

The International Festival is committed to creating partnerships with local businesses operating at a world-class level, sharing their global outlook, and with a belief that arts and culture can create a positive environment for citizenship and understanding. Of Bon Accord's involvement in the Edinburgh International Festival, Founder and Director of Bon Accord, Karen Knowles says: "We are delighted to support the 2019 International Festival with our range of delicious soft drinks and mixers. Bon Accord and the Edinburgh International Festival are both Scottish institutions with rich history, and now both showcase a contemporary and innovative Scotland. We only re-launched Bon Accord 3 years ago so to be aligned with world's greatest arts festival is a real privilege."

Cheers to a brilliant 2019 Edinburgh International Festival with Bon Accord.

Notes: The new range of Bon Accord drinks: Mixers: Tonic Water, Light Tonic Water, Salted Pink Grapefruit Soda Soft Drinks: Cloudy Lemonade, Rhubarb Soda, Ginger Beer, Bona-Cola, Cream Soda

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Media Enquiries: For further information about Bon Accord, their sponsorship of Edinburgh International Festival or to set up an interview with Founder and Director Karen Knowles or business partner Nathan Burrough, please contact Rachael Grieve - rachael@wonderhousecreative.com 0131 553 5961.

About Bon Accord:Bon Accord soft drinks was founded in 1903 by the Robb family and was based in Arbroath, Scotland. The family business manufactured a range of soft drinks including: Bon Accord Cola, Lemonade, American Cream Soda, Tropical and many more flavours. The company was known for their iconic trucks and home delivery across Scotland. The company was slowly wound down and stopped manufacturing soft drinks in 2000. In 2016, Bon Accord was brought back to life again by great-great granddaughter, Karen Knowles and business partner Nathan Burrough with a new range of soft drinks. The company is based in Edinburgh and the drinks are bottled in Scotland.

<http://www.bonaccordsoftdrinks.com/>

About Edinburgh International Festival:

Edinburgh International Festival is an unparalleled, city-wide, celebration of the performing arts for three weeks each August in Scotland's capital. Created in 1947 to celebrate the human spirit and bring people together through art, the International Festival remains dedicated to creative excellence and as a point of annual cultural exchange for a global audience exceeding 400,000 per year. Committed to virtuosity and innovation, the International Festival presents some of the finest performers and ensembles from the worlds of dance, opera, music and theatre. It also connects with local artists and communities through a range of programmes year-round. The current International Festival is curated by Festival Director Fergus Linehan and takes place from 2-26 August 2019.

To find out more about sponsorship and partnerships with the Edinburgh International Festival please contact Sadie McKinlay, Head of Development, sadie.mckinlay@eif.co.uk, 0131 473 2062