

## AQUARIAN® BRAND'S NEW LOOK!

UNITED KINGDOM – 1 February 2019 – After ten years of its classic packaging, the AQUARIAN® brand has gotten a makeover! Mars Inc. has heard the requests of consumers, and after conducting a multivariate design approach that spanned more than 12 months and included more than 4,700 potential pack designs, AQUARIAN® will be hitting stores with its new packaging in early 2019.

For more than 40 years, the AQUARIAN® brand has been a leader in the aquatic food category. While its nutritious formula has remained the same scrumptious recipe that your fish love, the producers of AQUARIAN® brand sought a refreshed packaging design to reflect changing consumer preferences. Now, AQUARIAN® tubs and pouches are more easily distinguished from competitive products while maintaining the brand's signature, vibrant blue.

"The labeling and packaging of a product is extremely important for brand success, and it was time for the AQUARIAN® brand to be modernized, while clearly communicating product benefits, to better meet the expectations of consumers," says Karyn Cook, Global Brand Manager. "We anticipate that consumers will appreciate and respond well to our new look."

AQUARIAN® packaging isn't the only facet of the brand that's changing – now, AQUARIAN® food consists of a broader range of food types for a wider variety of fish, including a tropical & temperate option and a goldfish & cold water formula. In addition, the brand's website, [aquarian.co.uk](http://aquarian.co.uk), was launched in 2018, and reflects the changed aesthetic of the brand with the classic AQUARIAN® blue and a cleaner, more modern design that sets it apart from the competition. The result is a more streamlined look that fish keepers will recognize with the same great taste that fish have enjoyed for over 40 years.

The refurbished AQUARIAN® line of products will be available in stores February 2019. Be sure to look for it the next time you shop for fish food – it's sure to jump out at you from its place on the shelf! To stay up to date on all of our new activities, be sure to follow us on Facebook and Instagram!

### ABOUT THE AQUARIAN® BRAND

The AQUARIAN® brand was developed in 1975 by Forest Mars Sr., and its nutritional formula was groundbreaking at the time in the aquatics hobby. When Mars acquired Aquarium Pharmaceuticals Inc. in 2003, AQUARIAN® merged into this global family of fish care brands, and the result has been a stronger company with a vibrant background in fish keeping and the trusted reputation of Mars. Today, the AQUARIAN® family of brands includes treatments and nutritional products. For more information, please visit: <https://aquarian.co.uk>.