Britvic plc

8 February 2016

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

Britvic plc ("the Company") was notified on 8 February 2016 that the following transactions have taken place in relation to the Britvic Share Incentive Plan ("SIP") on 5 February 2016. The SIP is an all-employee trust arrangement approved by HM Revenue and Customs, under which employees are able to buy ordinary shares in the Company of 20 pence each ("Ordinary Shares"), using deductions from salary in each 4-week pay period, and receive allocations of matching free Ordinary Shares ("Matching Shares").

1. The SIP trustees have allocated 8,749 ordinary shares of 20 pence each to employees participating in the SIP as Matching Shares. These shares were allotted to the SIP on 5 February 2016 at nominal value (£1,749).

2. The following Directors and Persons Discharging Managerial Responsibilities ("PDMR") purchased the number of Ordinary Shares set out against their names below, at a price of 684.5 pence per Ordinary Share, and were allocated for no consideration the number of Matching Shares set out against their names below:

Name	Role	Number of Ordinary Shares purchased	Number of Matching Shares
Simon Litherland	Executive Director	20	7
Doug Frost	PDMR	20	7
Paul Graham	PDMR	17	7
Matt Barwell	PDMR	17	7

The Company was further notified on 8 February 2016 that the final cash dividend paid by the Company on 5 February 2016 to shareholders was reinvested by Simon Litherland and Paul Graham through a purchase of 762 Ordinary Shares and 343 Ordinary Shares respectively at a price of 688.9 pence per share. The purchases were made pursuant to a standing instruction with Equiniti Registrars for the reinvestment of cash dividends to Ordinary Shares on behalf of Simon Litherland and Paul Graham.

As a result of the above transactions, the interests of the above Directors and PDMRs and their connected persons in the Company's Ordinary Shares (excluding options, awards under the Company's LTIPs and interests as potential beneficiaries of the Company's Employee Benefit Trusts) are as follows:

Name	Total of Ordinary Shares	Name of Connected Person	Number of Ordinary Shares	Total of Ordinary Shares	Percentage of Issued Share Capital
Simon Litherland	35,662	-	-	35,662	0.01%
Doug Frost	193,636	-	-	193,636	0.07%
Paul Graham	17,056	-	-	17,056	0.00%
Matt Barwell	1,529	-	-	1,529	0.00%

This notification is made pursuant to Disclosure and Transparency Rule 3.1.4(1).

Jonathan Adelman
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Britvic plc