

Britvic plc
12 January 2017

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

Britvic plc ("the Company") was notified on 11 January 2017, that the following transactions have taken place in relation to the Britvic Share Incentive Plan ("SIP") on 11 January 2017. The SIP is an all-employee trust arrangement approved by HM Revenue and Customs, under which employees are able to receive allocations of free ordinary shares in the Company of 20 pence each ("ordinary shares") ("free shares").

1. The SIP trust subscribed for 416,035 ordinary shares on 11 January 2017 at nominal value (£83,207). A total of 416,035 shares were allocated by the SIP Trust to employees participating in the SIP as free shares.
2. The directors and persons discharging managerial responsibilities named below were each allocated 622 free shares as participants in the SIP, for no consideration.

Name	Role
Simon Litherland	Executive Director
Mathew Dunn	Executive Director
Doug Frost	PDMR
Paul Graham	PDMR
Matt Barwell	PDMR
Clive Hooper	PDMR

As a result of the above transaction, the interests of the same directors and persons discharging managerial responsibilities 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	Number of Ordinary Shares	Name of Connected Person	Number of Ordinary Shares	Total of Ordinary Shares	Percentage of Issued Share Capital
Simon Litherland	135,476	-	-	135,476	0.05%
Mathew Dunn	622	-	-	622	0.00%
Doug Frost	206,090	-	-	206,090	0.07%
Paul Graham	27,160	-	-	27,160	0.01%
Matt Barwell	2,459	-	-	2,459	0.00%
Clive Hooper	29,457	Rachel Hooper	14,705	44,162	0.01%

Enquiries:

Clare Thomas
Company Secretary

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Persons Closely Associated with them

1. Details of the person discharging managerial responsibilities/person closely associated			
(a)	Name	SIMON LITHERLAND	
Reason for the notification			
(a)	Position/status	CHIEF EXECUTIVE OFFICER, DIRECTOR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
3. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 20 PENCE EACH	
	Identification code	ISIN: GB00B0N8QD54	
(b)	Nature of the transaction	ACQUISITION OF FREE SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	622
(d)	Aggregated information - Aggregated volume - Price	n/a	
(e)	Date and time of the transaction	2017/01/11	
(f)	Place of the transaction	Outside of a trading venue	

1. Details of the person discharging managerial responsibilities/person closely associated			
(a)	Name	MATHEW DUNN	
Reason for the notification			
(a)	Position/status	CHIEF FINANCIAL OFFICER, DIRECTOR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
3. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 20 PENCE EACH	

	Identification code	ISIN: GB00B0N8QD54	
(b)	Nature of the transaction	ACQUISITION OF FREE SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	622
(d)	Aggregated information - Aggregated volume - Price	n/a	
(e)	Date and time of the transaction	2017/01/11	
(f)	Place of the transaction	Outside of a trading venue	

1. Details of the person discharging managerial responsibilities/person closely associated			
(a)	Name	MATT BARWELL	
Reason for the notification			
(a)	Position/status	CHIEF MARKETING OFFICER, PDMR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
3. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 20 PENCE EACH	
	Identification code	ISIN: GB00B0N8QD54	
(b)	Nature of the transaction	ACQUISITION OF FREE SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	622
(d)	Aggregated information - Aggregated volume - Price	n/a	
(e)	Date and time of the transaction	2017/01/11	
(f)	Place of the transaction	Outside of a trading venue	

1. Details of the person discharging managerial responsibilities/person closely associated		
(a)	Name	DOUG FROST
Reason for the notification		
(a)	Position/status	CHIEF PEOPLE OFFICER, PDMR
(b)	Initial notification/Amendment	INITIAL NOTIFICATION

2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
3. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 20 PENCE EACH	
	Identification code	ISIN: GB00B0N8QD54	
(b)	Nature of the transaction	ACQUISITION OF FREE SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	622
(d)	Aggregated information	n/a	
	- Aggregated volume - Price		
(e)	Date and time of the transaction	2017/01/11	
(f)	Place of the transaction	Outside of a trading venue	

1. Details of the person discharging managerial responsibilities/person closely associated			
(a)	Name	CLIVE HOOPER	
Reason for the notification			
(a)	Position/status	CHIEF SUPPLY CHAIN OFFICER, PDMR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
3. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 20 PENCE EACH	
	Identification code	ISIN: GB00B0N8QD54	
(b)	Nature of the transaction	ACQUISITION OF FREE SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	622
(d)	Aggregated information	n/a	
	- Aggregated volume - Price		

(e)	Date and time of the transaction	2017/01/11	
(f)	Place of the transaction	Outside of a trading venue	

1. Details of the person discharging managerial responsibilities/person closely associated			
(a)	Name	PAUL GRAHAM	
Reason for the notification			
(a)	Position/status	MANAGING DIRECTOR - GB, PDMR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
3. Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
(a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 20 PENCE EACH	
	Identification code	ISIN: GB00B0N8QD54	
(b)	Nature of the transaction	ACQUISITION OF FREE SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	622
(d)	Aggregated information - Aggregated volume - Price	n/a	
(e)	Date and time of the transaction	2017/01/11	
(f)	Place of the transaction	Outside of a trading venue	