

'Say Hello' to Midori makeover

Media Release

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Midori's ready to drink portfolio is to be given a makeover to refresh the brand's appeal to a new generation of drinkers.

It follows the launch earlier this year of an iconic new-look for the Midori trademark bottle, part of the brand's new 'Say Hello to Refreshing Cocktails' campaign.

The changes will apply to all three flavours in the existing 275ml RTD range, Illusion, Splice and Burst, and the new bottles hit shelves this week.

A key market for the brand, Australia has the second highest per capita consumption of Midori (source: IWSR 2016, Midori Melon Liqueur volume by capita), ahead of New Zealand, the UK and the US.

"The new design represents slices of Midori's distinct Japanese melons, the rich and succulent flavour of the yubari melon and the fresh and vibrant taste of the musk melon," says Midori Brand Manager, Natalie Waser.

"It was developed in response to new generation consumer insights and as well as improving the brand's shelf standout, it's tested really positively with our target market of 18-29 year-old males and females looking for a drink to suit those low energy, relaxed drinking occasions."

As a leading spirits brand within the Beam Suntory premium spirits range, Midori is distributed in Australia by Coca-Cola Amatil as part of a long-term sales and distribution agreement, which also includes the manufacture of the full ready-to-drink (RTD) portfolio.

The Midori RTD packaging re-launch will be supported with experiential and in-store trade activations to drive trial and relevance. Further information is available by contacting your Coca-Cola Amatil representative.

Ends

About Coca-Cola Amatil and Beam Suntory

Under the current agreement between Beam Suntory and Coca-Cola Amatil (signed in 2015), Amatil is responsible for the sales and distribution of the entire Beam Suntory spirits range in Australia and New Zealand, including the top-selling Jim Beam Bourbon, Canadian Club, Midori and Japanese whiskies Yamazaki, Hakushu and Hibiki, as well as the manufacture, sales and distribution of its ready-to-drink (RTD) spirits portfolio.

As the world's third largest premium spirits company, Beam Suntory is Crafting the Spirits Brands that Stir the World. Consumers from all corners of the globe call for the company's brands, including the iconic Jim Beam and Maker's Mark bourbon brands and Suntory whisky Kakubin, as well as world renowned premium brands including Knob Creek bourbon, Yamazaki, Hakushu and Hibiki Japanese whiskies, Teacher's,

Laphroaig, and Bowmore Scotch whiskies, Canadian Club whisky, Courvoisier cognac, Sauza tequila, Pinnacle vodka, and Midori liqueur.



Beam Suntory was created in 2014 by combining the world leader in bourbon and the pioneer in Japanese whisky to form a new company with a deep heritage, passion for quality, innovative spirit and commitment to Growing for Good. Headquartered in Deerfield, Illinois, Beam Suntory is a subsidiary of Suntory Holdings Limited of Japan. For more information on Beam Suntory, its brands, and its commitment to social responsibility, please visit www.beamsuntory.com and www.drinksmart.com