



Media Release
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Coca-Cola Amatil rolls out Specialist Beer and Cider team

Coca-Cola Amatil is backing a new team of specialist beer and cider experts to build the foundations of its long-term beer and cider growth strategy.

The Beer and Cider Exchange team hit the ground this week and consists of 14 specialist beer and cider merchants, each of whom will provide expert support to the trade and Amatil's state sales teams.

Following the addition of the Miller brands to its premium beer portfolio late last year, Amatil has leveraged its relationship with Molson Coors International to develop a bespoke premium beer and cider strategy for the Australian market, modelled on the successful Tenth and Blake Beer Company, the craft and import division of the US-based MillerCoors.

Heading up the creation and appointment of the team was Amatil's Director of Beer and Cider Judd Michel. "Premium beer consumers expect good quality beer, with top class service. To bring our brands to life in trade and bring excitement to the consumer, we need to work with the right venues, the right beers, perfectly served and expertly activated.

"From our research of MillerCoors, who successfully built their Tenth and Blake US model on this premise, this specialisation strategy works. We've got some great beer and cider brands in our portfolio and we believe this approach is the right way to build brands and drive long-term success in the Australian market," he added.

Led by Amatil's newly-appointed beer and cider national sales manager, Damian Slater, and supported by activation managers Brad Moss and Marcus Kellett, the team consists of: NSW - Jayne Burney-Thompson, Di McFarlane, Rob Montgomery; Victoria – Rick Ellis, Saban Petrovici, Will Tinetti; Queensland – Phil Hoogkamer, Mitch Philip, Martin Hall; Western Australia – Chris Woodrow, with one further appointment to be made; South Australia – Stav Tsogas.

As part of a long-term partnership between Amatil and Molson Coors International, a division of the US-based Molson Coors Brewing Company, the team will work closely with the Molson Coors range (including Miller Genuine Draft, Miller Chill, Coors and Blue Moon) as well as Amatil's other brand partners Chilli Marketing (Rekorderlig cider), Australian Beer Company (Yenda craft beer and Pressman's cider) and the Boston Beer Company (Sam Adams and Angry Orchard cider).

The team's launch also coincides with the appointment of former CUB Field Sales Director Ian Mountain as MCI's new General Manager of Australia, succeeding David Coors who returns to the US-based business. Mountain brings with him over 25 years' of beer experience, including a long and successful career with SAB Miller and previous experience of the Amatil business, where he spent a number of years as State Licensed Manager for Victoria and Tasmania.



Photo: Amatil's Beer and Cider Exchange Team. Back row (l to r): Mitch Philp, Saban Petrovici, Judd Michel, Jayne Burney-Thompson, Stav Tsogas, Martin Hall, Chris Woodrow, Rob Montgomery, Will Tinetti, Rick Ellis. Front row: Di McFarlane, Marcus Kellett, Damian Slater.

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About Coca-Cola Amatil

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol beverages, alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. We directly employ around 14,000 people and indirectly create thousands more jobs across the supply chain. Partnering with key suppliers we manufacture, package, sell and distribute the products to more than 850,000 active customers who sell our products to approximately 270 million potential consumers in the countries in which we operate (Australia, New Zealand, Indonesia, Papua New Guinea, Fiji and Samoa). We are committed to leading through innovation and building a sustainable future through our business partners, customers and consumers of our products.

Coca-Cola Amatil's Alcohol & Coffee business operates in Australia, New Zealand, Fiji and Samoa with approximately 500 employees across the business, 200 of whom are employed in Australia. Our operations include brewing, distilling, sales, marketing and distribution with products ranging from famous international brands like Jim Beam, Canadian Club, Coors and Miller, to emerging locally crafted brews like Yenda beer and Pressman's cider. Our premium alcohol portfolio caters for the diverse needs of our customers, from small bars to the best restaurants, and local retailers to multi-nationals.