



Media Release  
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**Put Australia's Best Cider to Work at your Australia Day BBQ  
Magners Apple Cider is the secret ingredient for a perfect Mop Sauce**

Spice up your barbie by showcasing the award winning Magners Original Apple Cider in your Australia Day Mop Sauce. Mop Sauce is a barbecue basting method that keeps meat moist while cooking on the grill. The quality of your sauce ingredients will determine the flavour and complexity of your barbecue; and Magners is the finest cider available in Australia.

Magners Original Apple Cider was voted Australia's best cider, taking out the Best in Show award at the 2017 Australian Cider Awards.

A Mop Sauce is the perfect balance of heat and sweet, and since a large quantity is 'mopped' onto your meat while cooking, you don't need to baste as often. Mop sauce adds a smokey flavour and keeps your meat from drying out. Apple cider provides the key tartness and balances out the sweetness of any recipe.

Magners Original Apple Cider uses 17 varieties of apples, waiting until they drop before pressing and filtering them in the traditional way. Stuart Boag, the brand's Australian marketing manager says, "we take time to ferment the cider and even more time to let it mature, up to 2 years in fact, tasting it along the way".

As well as the top honour for Best in Show, Magners Original Apple Cider also picked up Best New World Cider and Best International Cider or Perry.

With the recent packaging update, the brand also has an exciting and appealing new look to match the quality of the cider itself.

Magners Cider is distributed in Australia exclusively by Coca-Cola Amatil thanks to an agreement with brand owner C&C Group, which covers Magners Original (330ml and 568ml bottles and draught), and Magners Blonde (330ml). Magners can also be found in all major alcohol retailers.

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**About C&C Group plc**

C&C Group manufactures Magners, the premium international cider brand, Bulmers, the leading Irish cider brand, the C&C Brands range of English ciders and the Tennent's beer brand. C&C Group also owns and manufactures Woodchuck and Hornsby's, two of the leading craft cider brands in the United States. C&C Group also distributes a number of beer brands in Scotland, Ireland and Northern Ireland, primarily for Anheuser-Busch InBev, and owns Wallaces Express, a Scottish drinks wholesaler. The Group's Irish wholesaling subsidiary, Gleeson group, owns and manufactures Tipperary Water and Finches soft drinks.

C&C Group is headquartered in Dublin and its manufacturing operations are based in Co. Tipperary, Ireland; Glasgow, Scotland; Somerset, England; and Vermont, USA. C&C Group plc is listed on the Irish and London Stock Exchanges.

## **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.

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