



Media Release
23 July 2018

Paradise Beverages welcomes Fiji International with a 'VJ Sling'

Paradise Beverages has launched a new signature cocktail, *the VJ Sling*, for the 2018 Fiji International Golf Tournament, which tees off on 31 July at the InterContinental Fiji Golf Resort in Natadola.

Created to celebrate Fiji's biggest golf hero and tournament fan favourite, VJ Singh, the VJ Sling blends Rum Co of Fiji's award-winning eight-year-old Ratu Signature Rum Liqueur and Bati Spiced Rum, with the zing of ginger and fresh lime perfectly complementing the complexity of charred oak and rich vanilla and coconut flavours from the local rums.

As the region's leading beverages company, Paradise Beverages has been sponsoring golf in Fiji for over 20 years, explains Rowena Taito, General Manager of Marketing & New Product Development.

"The Fiji International is a great platform to showcase our fantastic brands to the world. The VJ Sling is the perfect way for golf fans to enjoy our world-class premium rum range, while beer lovers can also enjoy Fiji's favourite Fiji Gold, which we're proud to say is this year's official beer."

Said the InterContinental Fiji Golf Resort & Spa Director of Dining and Entertainment, Craig Wood, "It's exciting that we get to showcase this cocktail with Rum Co. of Fiji. I like the play on words and feel the Fijian rum with ginger and lime is definitely going to be a hit!"

His sentiments were echoed by Director of Commercial for the Fiji International presented by Fiji Airways, Matt Porm, who added, "This is yet another fantastic example of our tournament partners working together to create a unique, year round activation and am looking forward to toasting our five-year partnership with Rowena and the Paradise Beverages team over a VJ Sling!"

The VJ Sling, along with the full range of Rum Co of Fiji rums and liqueurs, will be served throughout tournament week at the Fiji International.

ABOUT PARADISE BEVERAGES

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages aims to be recognised as the premier place to work, creating world-class beverages and making a positive contribution to the business and the markets in which it operates. The organisation employs around 550 staff across Fiji and Samoa across four sites, including the Vailima Brewery in Apia (Samoa), Fiji Bitter Brewery in Suva (Fiji) and Rum Co of Fiji Distillery (Lautoka, Fiji). Its range includes local favourites Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager and Fiji Premium, Fiji's much-loved Bounty Rum and the multi-award winning Ratu and Bati rum ranges, all from Rum Co of Fiji. Paradise Beverages was purchased by Coca-Cola Amatil in 2012 and has since undergone a

FJD 44 million capital investment and capability program to modernise its facilities and underline its position as a significant long-term contributor to the local community and economy.

Further information on Paradise Beverages is available from the Paradise Beverages website www.paradisebeverages.com.fj or by contacting Nicki Drinkwater on media@paradisebeverages.com.fj.