

News Release

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COCA-COLA AMATIL BOLSTERS BEER AND CIDER AMBITIONS WITH 28-YEAR REKORDERLIG DEAL

Coca-Cola Amatil has strengthened its position in beer and cider by securing a 28-year distribution agreement with Abro, the global brand owner of Rekorderlig Cider, and expanding its marketing department to assume full responsibility for the promotion and marketing of the brand in Australia.

First launched in Australia in 2010, Rekorderlig is the number one flavoured cider in Australia, accounting for nearly 10 per cent of the total cider category sales value of \$520 million.¹ It plays an important role in Amatil's beer and cider portfolio, leading growth in fruit-flavoured cider and driving premiumisation in the category.

Managing Director of Alcohol & Coffee Shane Richardson said Amatil would also welcome two marketers from Chilli Brands (Australia), with whom Amatil previously shared Rekorderlig's Australian marketing responsibilities.

"The opportunity to consolidate these additional marketers from Chilli's Rekorderlig team into the Amatil family further builds our marketing capability and experience," Mr Richardson said.

"It also creates a stronger beer and cider team, which is well-positioned to work directly with the brand's global owner Abro."

Chilli Brands (Australia) owner Kieron Barton said he was hugely proud of what the brand had achieved so far.

"Flavoured cider didn't really exist in Australia before Rekorderlig but consumers took the brand to their hearts instantly and as a result, Rekorderlig established a strong foothold in the market," Mr Barton said.

"We firmly believe the brand has the potential to become an even bigger player in the Australian cider category and that with this new structure and talent, Coca-Cola Amatil has a huge opportunity to accelerate this progress."

Rekorderlig has been part of the Amatil portfolio for five years.

"It's the leading cider brand in innovation and new product development and was recently recognised as the most distinctive cider brand on the market at the 2018 Drinks Association annual awards," said Judd Michel, Amatil's Director of Beer and Cider.

¹ IRI National Retail Scan Dollar Sales MAT 30/9/2018



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“We’re excited at the prospect of working closely with the brand owner Abro, our customers and the brand’s large and loyal fan base to continue to drive future innovation, growth and value in the cider category.”

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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 and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company’s beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 14,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to around 300 million potential consumers through more than 700,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders.

For more information, visit www.ccamatil.com