



Media Release
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Coca-Cola Amatil and Caffitaly expand relationship to Australia

Coca-Cola Amatil (Australia) has extended its exclusive Master Supply Agreement for the sales and distribution of the Caffitaly machine and coffee capsule system to include Australia.

The further expansion of its international coffee strategy represents another exciting step in the long-term growth of Amatil's Alcohol & Coffee division, which is a key driver of the business' future growth.

Said Craig Fishburn, who heads up Amatil's International Coffee business, "The popularity of the in-home coffee experience has risen dramatically over the past 10 years, driving an exponential rise in coffee machine ownership.

"The Caffitaly system is a well-established player in the home coffee capsule market, which is in significant growth in Australia. The partnership with Grinders Coffee, a respected café-quality coffee brand, will accelerate future growth through a new range of machines and Grinders-branded capsules."

It follows the success of the existing relationship for the Indonesian coffee market, which was announced last December, and provides a further platform for the business to grow its Grinders Coffee brand by translating its well-established credentials as a café coffee brand into a better at home coffee experience across the key markets of Australia and Indonesia.

Amatil is currently working with Caffitaly and customers to ensure that existing machines and capsules are successfully transitioned over to Amatil.

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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 13,000 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 950,000 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).

Our Alcohol & Coffee business operates in Australia, New Zealand, Fiji, Samoa and now Indonesia with approximately 750 employees across the business. Our operations include brewing, distilling, sales, marketing and distribution with products ranging from famous international brands like Grinders Coffee Roasters, Jim Beam, Canadian Club, Coors and Miller, to emerging locally crafted brews like Yenda beer and Pressman's cider. Our premium alcohol and coffee portfolio caters for the diverse needs of our customers, from small bars and cafes to the best restaurants, and local retailers to multi-nationals.

For more information visit www.ccamatil.com.

About Grinders Coffee

Grinders Coffee was established in 1962 in Lygon St, the center of Melbourne's famous Italian Quarter by Italian migrants Giancarlo Giusti and Rino Benassi to bring the authentic taste of European coffee to Australia.

Today, Grinders is dedicated to delivering the premium coffee experience and uses only the highest-quality green beans from around the world, including Fairtrade and Organic products. Still roasted in Melbourne, Grinders coffee is available nationwide, thanks to the work of a dedicated team of sales, equipment and service specialists, along with coffee training professionals and state-of-the-art coffee training facilities in Sydney, Melbourne and Brisbane. Grinders Coffee is part of the Coca-Cola Amatil Group.

For more information visit <https://grinderscoffee.com.au>.

About Caffitaly

Founded on 2004 in Gaggio Montano (Italy), Caffitaly System SPA is one of the most important players in the portioned coffee market. The company has an international distribution of the combined machine-capsules system in more than 70 countries around the world. Caffitaly owns three production factories and logistic hubs in Bologna, Milan and Bergamo. In 2016 it registered a turnover of more than 138 million Euros and had 350 employees. The company's credentials include certifications ISO9001, ISO14001 and Emas, which underline the quality and the high attention to production and commercial process.

For more information visit <http://caffitaly.com>.

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