



Media Release
26 September 2018

Fiji's leading beverages company signs US distribution deal

Paradise Beverages has agreed a new partnership with a leading US-based beverages company to distribute its award-winning range of premium rums in the west coast state of California.

With around 3,000 people in 10 states, Young's Market Company is the premier distributor of wines, spirits and select beverages in the western United States. Still family-owned, its heritage dates back to 1888.

"Building strong international growth for its market-leading Paradise Beverages brands is a key growth driver for Coca-Cola Amatil's Alcohol & Coffee business," said International Sales Manager Heath Baker. "Young's has a very strong reputation, thanks to its excellent portfolio and customer relationships and its core values as an ethical employer and responsible corporate citizen."

Under the agreement, Young's now offers the range of super premium Ratu and premium Bati rums to all its California-based on- and off-premise customers. Produced in Fiji under the Rum Co of Fiji label, the rums have gained widespread acclaim since being launched two years ago.

In May this year, Ratu Spiced 5 year old was named Rum of The Year at the 2018 London International Wine and Spirits competition, with 8 year old Ratu 8 Signature Rum Liqueur winning a silver medal. At the last San Francisco World Spirits Competition held in 2017, Ratu Signature Rum Liqueur and Bati Dark both won double gold medals, with Ratu Dark 5 year also earning a gold.

"The US rum market is the second largest in the world (after India)," added Mr Baker.

"After launching the Rum Co of Fiji range in Australia two years ago and gaining exceptional traction with customers and consumers, the US market is the next key focus for us. We're really excited about the opportunities in the west coast in particular, because of Fiji's proximity and the strong attraction of consumers to the purity and culture of the Fijian islands.

"With the quality of our rums and our strong Fijian provenance, we believe Ratu and Bati can help support continued growth in the premium and ultra-premium segments and we're thrilled that Young's has seen this opportunity. These segments are growing in volume and value, and that's continuing to drive category growth for rum as a whole. We've made our

first sale and are already talking about potential opportunities to expand across the Young's network."

The partnership with Young's follows a similar distribution partnership for the company's Samoan beer, Vailima, struck earlier in the year with Foredrinks LLC in partnership with ODOM Corporation.

Ends

About Young's Market Company

Founded in 1888, Young's Market Company is the premier distributor of wines, spirits and select beverages in the western United States. Young's employs more than 3,000 people and operates in 10 states: Alaska, Arizona, California, Hawaii, Idaho, Montana, Oregon, Utah, Washington, and Wyoming. Young's is committed to representing client partners with professionalism, adding value to customers, creating a culture of respect among employees, and having a positive impact on people's lives in the communities where Young's operates. Young's employees live by four longstanding core values: Integrity, Family, Quality, and Entrepreneurial Spirit.

About Paradise Beverages

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages employs around 550 staff in Fiji and Samoa across four sites, including Vailima Brewery in Apia (Samoa), Fiji Brewery in Suva (Fiji) and RUM Co of Fiji Distillery in Lautoka (Fiji). Its beer range includes local favourites Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager, Fiji Premium and Vailima Lager. It also specialises in Ready to Drink (RTD) beverages including the Tribe range, Bounty and Cola, and Joske's Brew. It is renowned world-wide for its multi award-winning Bounty, 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 55 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. Its mission is 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. Further information on Paradise Beverages is available from the Paradise Beverages website www.paradisebeverages.com.fj.