

Media Release

14 November 2018

Mount Franklin launches new Still Flavours range – Enjoy water’s tastier side with no sugar, no sweeteners, no preservatives

Australia’s favourite and most trusted water brand¹ Mount Franklin is launching a new range of naturally flavoured still spring water to refresh Aussies this summer.

Ideal for consumers seeking a touch of excitement when they hydrate, the range of 600ml bottles is available in Lemon & Lime, Pineapple & Mint and Strawberry all with no sugar, no sweeteners and no preservatives.

Amatil Director Strategy & Marketing, Gaele Boutellier said: “Following the success of our sparkling flavour range, we’re now adding to our Mount Franklin Still portfolio with the launch of this delicious and refreshing new range which consumers are sure to enjoy.”

Ms Boutellier said flavoured water was a major seller in other developed markets, including the UK where it comprised 21% of still water sales².

“Packaged water continues to drive growth for the non-alcoholic ready to drink category³ and we’re confident the Still Flavours range will contribute to drive even further value in this category for our customers.

“All Mount Franklin bottles are recyclable. We encourage Aussies to recycle their bottles so they can have another life, by taking it to a container deposit collection point, placing it in the home curb-side recycle bin or in clearly marked public recycling bins.

The Mount Franklin flavours launch is supported by a multi-channel marketing campaign including outdoor, radio and social media encouraging consumers to try water’s tastier side this summer.

¹ Digital Edge Brand Health Tracker, Total Pop. n=4,290

² Mintel Bottled Water UK report, March 2018

³ IRI Grocery & Convenience Aztec scan sales, MAT 14/10/18

Photography available:



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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 950,000 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.cccamatil.com