



Media Release
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Vonu Export and Bellr launch innovative new digital rewards program

Emerging lifestyle beer brand Vonu Export has partnered with hospitality start up Bellr to launch a new digital rewards program to support the brand's growth in Australia.

Accessed via the Bellr App, the Vonu VIP program connects participating on- and off-premise venues directly to Vonu's network of highly engaged boardriders clubs (surf clubs) and their members, rewarding them with exclusive promotional offers and a cashless purchase solution, all from the convenience of their smartphone. It is set to launch in 150 participating venues from selected coastal regions across the country from 1 September.

Said Senior Brand Manager Blake Vanderfield-Kramer, "The Vonu strategy was built on supporting hero venues and retailers in targeted coastal regions and rewarding members of our boardriders clubs for helping to bring the brand to life within Australia.

"Working with the Bellr team, we've been able to create a loyalty program that's tailored to our followers. We needed to be innovative in the way we brought this partnership to life, and the Bellr technology allows us target both the on- and off-premise environments and enable venues and retailers to self-promote the brand. This was crucial in helping us find a platform perfectly suited to our needs."

Once a member is accepted into the program, the App will display the locations of participating retailers and the details of exclusive offers, allowing them to redeem on demand.

The Bellr platform began its journey in 2017 under the original name of SHOUTback. Following a successful proof of concept, the newly-adapted Bellr platform provides enhanced features for venues and focusses on delivering a comprehensive CRM solution for the venue space, explains CEO Mitchell Stapleton-Coory.

"Every sales environment uses a CRM to manage the customer relationship and encourage repeat business. What struck us however was the lack of existing digital options for the brick and mortar industry that were geared towards the same outcomes. Venues are in a tough spot these days, dealing with digital disruptions and saturated markets. We wanted to give them a channel which they could use to dynamically promote themselves, on their terms."

Bellr hopes to unlock a new category in subscription-based technology products for the venue space, having coined their technology as a PRM (Patron Relationship Management) platform. Collaborations with brands like Vonu are designed to complement the company's core business of allowing venues of all kinds and sizes to promote themselves with more freedom and autonomy.

Launched in Australia in 2017, Vonu Export transforms pure Fijian water into a refreshingly clean, crisp, ultra-low carb and low gluten, 4.2% ABV lager. For many, the biggest appeal lies beyond the bottle. Vonu is the Fijian word for turtle and the majestic creature is at the heart of the brand's 'live free' philosophy as Vanderfield-Kramer explains.



“Vonu's life is grounded within the ocean communities and their lifestyle, the brand is also a proud supporter of the Mamanuca Environment Society, which protects the turtle, our water ways and local Fijian communities.”

Brewed in Fiji by local company Paradise Beverages and distributed in Australia by Coca-Cola Amatil, Vonu Export is available in venues across Australia and Fiji. Further information is available from www.vonubeer.com or by following @vonubeer on Instagram.

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For media enquiries about Vonu please contact Nicki Drinkwater on 0451 944434 or nicki.drinkwater@ccamatil.com or for Bellr please email contact@bellr.com.au.

About Paradise Beverages

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages employs around 550 staff across 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 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, and leading range of Ready to Drink (RTD) beverages. Paradise Beverages was purchased by Coca-Cola Amatil in 2012 and has since undergone a FJD 50 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.