

REKORDERLIG CIDER

18 SEPTEMBER 2019

New Blush Rosé arrives just in time for summer

Blush Rosé is the latest fruit infusion from premium Swedish cider brand Rekorderlig to hit the market, offering Australians a lighter refreshing rosé cider just in time for summer.

A bespoke blend created by the same iconic Swedish label famous for their flavoured cider range, Rekorderlig Cider's new Blush Rosé cider is a fresh new taste that features flavours of red berries and a dash of sweet peach, while providing a deliciously dry finish you could expect only of a classic rosé wine.

Created with the Australian palate and conscious consumer in mind, Rekorderlig Cider's brand manager Elle Lewis believes the brand, with its maverick point of difference, is paving the way in an otherwise traditional category.

"We're excited for the launch of Rekorderlig Blush Rosé across Australia. It has been developed as an extension of the already hugely popular and refreshing Rekorderlig cider portfolio," Ms. Lewis said.

"Consumption of rosé drinks is a continuing trend amongst both male and female adults and we are confident Blush Rosé will be popular this summer."

Our research¹ shows that amongst Australian consumers, cider consumption is greater amongst rosé drinkers than the general population - 58 per cent of adults aged 18-49 years who drink cider monthly are drinking rosé.

"The inspiration for our Blush Rosé comes from Australia's love for pale rosé wines; it will give conscious consumers an alternative option this summer thanks to its lower sugar², which has been the driving force in our point of difference, containing only 119 calories a bottle."

Rekorderlig Blush Rosé is best served and shared with loved ones, be it an after-work beverage by the beach or a weekend BBQ with friends.

The Rekorderlig Blush Rosé will be available in a 4 x 330ml pack from Dan Murphy's, Liquorland and First Choice.

As part of the Rekorderlig portfolio, Rekorderlig Blush Rosé is distributed in Australia exclusively by Coca-Cola Amatil. For more information on Rekorderlig Cider visit www.rekorderlig.com/gb/.

¹ Thrive Insights 2019

² Than regular Rekorderlig cider.

About Coca-Cola Amatil

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink nonalcohol beverages, alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. We directly employ around 14,000 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 850,000 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). We are committed to leading through innovation and building a sustainable future through our business partners, customers and consumers of our products.

Coca-Cola Amatil's Alcohol & Coffee business operates in Australia, New Zealand, Fiji and Samoa with approximately 500 employees across the business, 200 of whom are employed in Australia. Our operations include brewing, distilling, sales, marketing and distribution with products ranging from famous international brands like Jim Beam, Canadian Club, Rekorderlig Cider, Coors and Miller, to emerging locally crafted brews like Yenda beer and Pressman's cider. Our premium alcohol portfolio caters for the diverse needs of our customers, from small bars to the best restaurants, and local retailers to multi-nationals.