

REKORDERLIG CIDER

IMMEDIATE RELEASE

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Rekorderlig Cider rolls out its latest innovation, Botanicals

As all Australians adapt to this changing environment, supporting off-premises nationwide has never been more important. Premium Swedish brand, Rekorderlig is launching its latest innovation, Botanicals, to be enjoyed at home.

Delivering the perfect blend, Botanicals combines a herb-infused savoury alcoholic beverage with delicate and gentle fruit flavours and is available in two flavours - **Peach-Basil** and **Grapefruit-Rosemary**, both containing only 80 calories per serve.

Peach-Basil serves a fresh tangy flavour created through a deep peach fragrance with light basil notes. This cider delivers strongly on refreshment with a subtle aftertaste. Peach-Basil is best enjoyed over ice with a sprig of basil and lemon wedge.

Grapefruit-Rosemary offers a mild citrus grapefruit flavour, combined with fresh rosemary notes, delivering a complex yet crisp cider. Grapefruit-Rosemary is best enjoyed over ice with a sprig of rosemary.

Elle Lewis, Brand Manager says, "We are committed to supporting Australian businesses who are finding new ways of operating in this climate, Rekorderlig Botanicals offers something new and refreshing for those looking to enjoy while at home."

"Our new Botanicals range has been designed to complement the existing range with 70% of Rekorderlig drinkers expressing interest in the new range in addition to what they usually buy*. The new 250ml slim line can format, which is also lower in sugar, speaks to the Australian consumer's desire when it comes to alcoholic beverages."

"There has been a growing demand in Australia for complex flavours and Botanicals delivers the perfect blend of citrus, fruit and botanicals. It provides health conscious consumers with alternative beverage options, containing only 80 calories per 250ml serve," said Lewis.

This new Premium range is now available in a 4 x 250ml pack from Dan Murphy's stores nationwide. Click [here](#) to find your nearest store here or purchase online [here](#).

As part of the Rekorderlig portfolio, Rekorderlig Premium Botanicals is distributed in Australia exclusively by Coca-Cola Amatil. For more information on Rekorderlig Cider visit the website: <http://www.rekorderligcider.com>

For media enquiries, product and image requests please contact KK Projects by emailing keri@kerikitay.com.

About Coca-Cola Amatil

Coca-Cola Amatil is one of the largest bottlers and distributors of ready-to-drink nonalcohol and alcohol beverages and coffee in the Asia Pacific region. Coca-Cola Amatil is also the authorised bottler 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 12,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to bottle, package, sell and distribute its products. With access to around 270 million potential consumers through more than 630,000 active customers Coca-Cola Amatil is committed to leading through innovation, building a sustainable future and delivering long-term value, both to shareholders and to society. For more information, visit www.ccamatil.com or search for Coca-Cola Amatil on LinkedIn, Facebook or Twitter.

Source: Thrive Insights Cider Qualitative and Quantitative Research 2018*