

Media Release
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Fiji Bitter launches Marist Sevens memorabilia beer

Fiji's leading alcoholic beverage manufacturer Paradise Beverages has backed up its FJ\$50,000 sponsorship of the 2018 Fiji Bitter Marist Sevens with the release of a special edition Marist 7s Fiji Bitter beer presented in a commemorative can.

The 2018 Fiji Bitter Marist 7s will be held at country's national venue, ANZ Stadium in Suva, on March 23-24.

"We have sponsored the Fiji Bitter Marist Sevens for the last 42 years, since it first began," said the company's Head of Sales & Corporate Affairs, Joe Rodan, who is also President of the Fiji Association of Sports & National Olympics Committee (FASANOC).

"We love our sevens tournaments. This special souvenir can honours our association with the Marist Rugby Club and our long-standing commitment to rugby in general.

"Over the past four decades, our support has helped the event contribute to the development of Rugby Sevens in Fiji, most recently winning the country its first ever Olympic Gold medal," said Mr Rodan, who was able to witness the team's success, having attended the 2016 event in Rio as part of his official duties.

"It is the first time we've created a rugby-specific commemorative beer and we're honoured to be able to do it for this significant and long-standing event in the Fiji sporting calendar."

The creation of the 6% ABV beer and souvenir can (which is available in either blue or green), is further recognition of the company's commitment to innovation. Last August it launched the country's first ever cane spirit-based RTD Joskes Brew. In November, to celebrate its sixtieth birthday, it released a special limited edition 6% ABV commemorative anniversary brew, presented in a 440ml memorabilia can.

On sale today, the cans are expected to achieve strong distribution in both the on and off premise.

About Paradise Beverages (Fiji) Ltd

Among the Pacific region's largest employers, Paradise Beverages employs around 300 staff across Fiji and Samoa across four sites, including its Suva Brewery. A leading local manufacturer, its range includes Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager and Fiji Premium, as well as a range of Ready to Drink (RTD) products including Bounty Rum and Cola, Tribe range and the latest product Joskes Brew.

Paradise also has a distillery in Lautoka that makes Fiji's much-loved Bounty and Rum Co of Fiji as well as Katia Vodka (Triple Distilled), Gin and Whiskey. Purchased by Coca-Cola Amatil in 2012, Paradise Beverages also owns Samoa Brewery and imports Vailima Beer.

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