



Media Release
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Samoa's number one beer launched in USA

Vailima, Samoa's favourite beer, will soon be available throughout the USA, thanks to a new agreement between Samoa Breweries Limited and Foredrinks LLC, the US-based import, wholesale and distribution company.

It comes exactly forty years after the first Vailima Beer rolled off the production line at the newly opened Samoa Breweries Limited brewery in the nation's capital, Apia.

The deal was announced last night in the presence of the Honourable Prime Minister of Samoa, Dr. Tuilaepa Sa'ilele Malielegaoi at an event held at the Orator Hotel, Apia.

The partnership with Foredrinks (in partnership with the ODOM Corporation) will see Samoa's favourite brands, Vailima Lager and Vailima Pure, launched across US west coast states including Washington, Oregon, Alaska and Idaho this month, with California, Utah, Nevada and Hawaii to follow soon.

Said Mauala Joseph King Tufele Pele, founder of Foredrinks LLC, "Forty incredible years on, it's quite incredible to see the loyalty of the Samoan people to this brand around the world and the excitement that's building within the local Polynesian communities as we've started to share the news locally and online.

"When you see the influence Samoan culture has had on American sport and entertainment, it's easy to understand the opportunity to broaden our appeal to the wider market, with the combination of authentic Pacific heritage and clean, crisp and easy-drinking lagers."

Said Heath Baker, who leads Samoa Breweries Limited's international sales strategy, "The partnership is a key element of our international growth and export strategy and follows Vailima's success in other markets including American Samoa (in partnership with GHC Reid), New Zealand (BB Distillers Ltd) and Australia (Coca-Cola Amatil).

"Samoa Breweries has been brewing Vailima in Samoa since 1978. Literally translated, Vailima means 'water in the hands'. Its origins go back to the Samoan legend about a husband and wife crossing the Samoan island of Upolu. Dying of thirst at the spot the village now stands, the husband is revived when his wife carries water (vai) from a nearby water stream to him in her hands (lima), so giving the village and subsequently the beer its name, Vailima."

With newly refreshed 4x6x330ml packaging, distribution will commence with Vailima Lager and Vailima Pure in leading west coast retail locations.

Further information on the brand including store locations, events and promotions in the USA will be available at <http://www.vailimausa.com>.

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About Samoa Breweries Limited

Samoa Breweries Limited (SBL) was formed by the Samoa Government in conjunction with Brauhaus in 1977, with construction of its new brewery in Apia commencing soon after. The first ever Vailima beer was brewed in August 1978, with the ceremonial opening of the new brewery taking place in October 1978. Now in its fortieth anniversary year, it is one of Samoa's largest employers with around 200 employees and is the country's biggest local manufacturer of beer (Vailima Lager, Vailima Pure, Vailima Export and Vailima Natural) and alcoholic ready to drink beverages (the Moni range).

Samoa Breweries Limited is a subsidiary of Paradise Beverages, which is leading local manufacturer and among the Pacific region's largest local employers. Paradise Beverages employs around 500 staff across Fiji and Samoa across four sites, including the Vailima Brewery in Apia (Samoa), Fiji Bitter Brewery in Suva (Fiji) and Rum Co of Fiji Distillery (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. Paradise Beverages was purchased by Coca-Cola Amatil in 2012 and has since undergone a FJD 44 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.