



PRESS RELEASE

11 February 2019

Paradise Beverage launches new lemon-infused beer Fiji Gold Moli

Fiji's leading beverages company Paradise Beverages is launching a new beer to the local market.

"Fiji Gold Moli is a refreshing, lemon-flavoured take on the nation's favourite brew, Fiji Gold, which we launched back in 1998 and became an instant hit," said Mike Spencer, the company's General Manager.

Its release follows the successful launches of Vonu Original in 2012 and Vonu Export in 2016 and according to Mr Spencer, it's one of a number of new styles already in the innovation pipeline at the company's world-class Fiji Brewery in Suva.

"We recognise that Fijian tastes are changing. Consumers are looking for different beer styles to those we've traditionally produced. Lemon-flavoured beers are on trend worldwide and we're backing Moli's refreshment and clean, crisp taste to be a hit in Fiji."

General Manager of Marketing and New Product Development Rowena Taito said the company had worked hard to perfect the brew.

"Moli is made in the same way as Fiji Gold but its refreshing, smooth and zesty flavour stands on its own as the perfect celebration for all life's savoured moments.

"We believe the flavour of Fiji Gold Moli will appeal to traditional Fiji Gold drinkers and also prove a winner with drinkers who wouldn't usually consider a beer. Plus because it's made in the same way as Fiji Gold, it's got the benefit of being lower in calories than other lagers."

Fiji Gold Moli will be available across Fiji in the coming weeks in 6- and 24-pack cans, with draught to follow.

"As well as being quick to chill and easy to carry, cans offer protection from UV rays, and are easier to recycle. The best way to enjoy its flavour is to try one for yourself," urged Ms Taito.

ABOUT PARADISE BEVERAGES

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages aims 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. The organisation employs around 550 staff across Fiji and Samoa across four sites, including the Vailima Brewery in Apia (Samoa), Fiji 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, as well as a range of Ready to Drink (RTD) products including Bounty Rum and Cola, Tribe range and our newest, most successful RTD, Joskes Brew with cola, 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 60million 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.

Further information on Paradise Beverages is available from the Paradise Beverages website www.paradisebeverages.com.fj.