



PRESS RELEASE

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Paradise Beverages appoints Brent Adams as country manager for Samoa

Prominent local beverages company Paradise Beverages has appointed a new country manager to lead its Samoan subsidiary. Mr Brent Adams will take the helm of Samoa Breweries Limited with a mission to build on the company's long-term position as the country's leading beverages company.

Mr Adams was born in Canberra, Australia and brought up in regional New South Wales. He has spent the past 17 years working with Asia-Pacific beverages maker Coca-Cola Amatil, where he held leadership roles in sales, commercial and strategy.

General Manager of Paradise Beverages, Michael Spencer, said Mr Adams' appointment would set a strong new direction for Samoa Breweries.

"Brent knows the importance of getting the right strategy in place and having the people and passion to execute it. Those skills will be critical in supporting our growth game plan in 2019 and beyond," he said.

"We're delighted to have him on board to lead this change, and we're confident that his sales, commercial and leadership skills will help us build a stronger organisation with sustainable growth."

As well as managing the business operations and leading the company's 160-strong local team, Mr Adams will play an important role in engaging with external stakeholders there, as well as overseeing the successful implementation of the company's sales and marketing strategy, and management of the company's ongoing commitment to continual improvement in operational and environmental efficiencies.

Mr Adams said he was excited at the opportunity to join the Samoa Breweries team.

"Samoa Breweries has such a proud heritage. I'm excited about the opportunity to lead and support the team in returning the business to growth.

"I'm looking forward to using my experience to build engagement and capability within the team.

"I'm also a big rugby fan and in the time I've spent in the region so far I've loved being a part of a culture that shares my passion for the game.

"With the upcoming Pacific Games being held in Samoa in July, it'll be a great opportunity to get to know the place and the people and immerse myself in everything the country has to offer."

Mr Adams will commence his new role later this month and will relocate to Samoa with his wife Kirsty.

Based in Apia, Samoa Breweries Limited was established in 1978 and now employs over 160 local people across its manufacturing, commercial, sales and marketing operations. The company's portfolio includes local beer, Ready to Drink and non-alcoholic beverages, including brands like Vailima, Moni and Coca-Cola, which are produced locally and sold across Samoa and, in some cases, the wider Asia Pacific region. Firmly Invested in the local community, the company makes a significant contribution to the region's economy, and to the local community, thanks to its continued support of a number of local charity and community groups.

Ends



Betty Ivanoff
Chair



Vinish Singh
Company Secretary

ABOUT PARADISE BEVERAGES

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages and its subsidiary Samoa Breweries aim 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.