

Building strong, valuable and meaningful brands

PhoenixBev's strong and diversified portfolio of brands is the foundation of our position as beverage leaders in the Indian Ocean region. Our ability to create innovative new products that meet emerging consumer trends keeps customers satisfied and ensures ongoing portfolio diversification.



Intellectual capital inputs

- More than 50 category-leading or high-value local and international brands
- Expert brewing team
- Proprietary recipes
- Innovation process to create new products and flavours
- Rigorous operational excellence and quality assurance processes

Preserving and sustaining value

- Launched Manawa, two new flavours of Fuze Tea and Coca-Cola No Sugar
- Focused on organic and community-driven marketing
- Further developed our online and direct to consumer channels

Capital outcomes in 2022

- Increased our range of brands and flavours
- Ongoing innovation project to further diversify our portfolio
- Retained ISO, LIBA and FSSC certifications

- Certification of the brewery in terms of ISO 9001, 14001 and 45001 rescheduled to October 2022

SDG targets

- Implement an internal innovation process
- Keep up with the highest international standards for product quality for each brand
- Innovate with products with less sugar

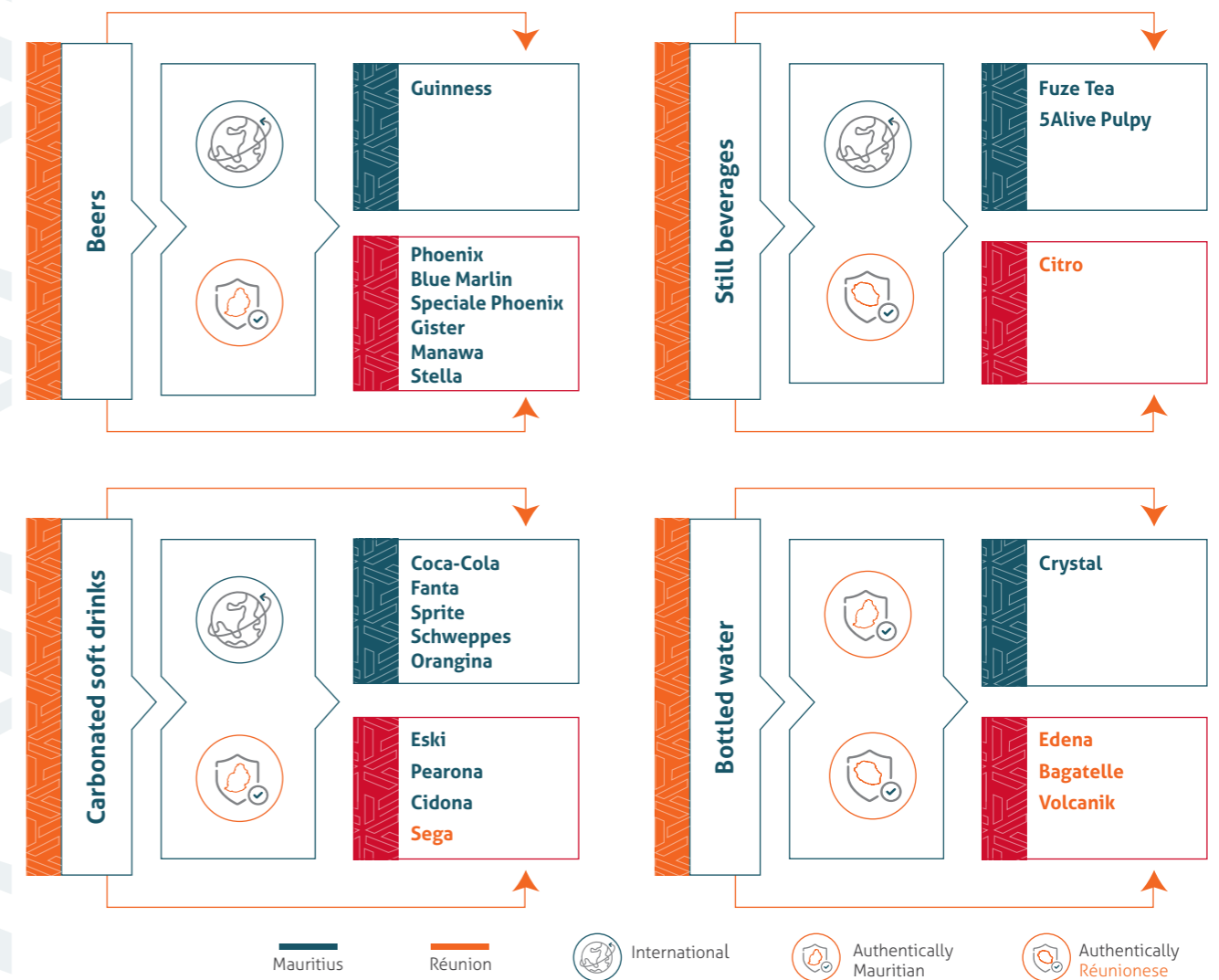


The strength and success of our brands depend on how well they meet the needs of consumers, maintain the highest levels of product quality and ensure that our customers are kept supplied.

Brand quality and breadth

Our portfolio of partners and own brands combines a wide range of established and well-recognised brands as well as newer options that meet the changing needs of consumers.

These include:



PhoenixBev's product development process includes internal testing panels and research derived from our innovation function. Our direct to consumer channels provide additional insight into emerging trends and areas for growth.

PhoenixBev also markets energy drinks as well as a range of imported and locally bottled wines.