OUR GROUP THROUGH THE YEARS

1931 Incorporation of Phoenix Camp Minerals Limited (PCM)

1953 Bottling agreement with The Coca-Cola Company

1956 Launch of Fanta

1960 Incorporation of Mauritius Breweries Limited (MBL)

1963 Inauguration of the Brewery

1963 Birth of Phoenix Beer

1964 Stella Pils released on the market to extend the range of beers

1965 Launch of Sprite

1975 Launch of Guinness stout

1976 Launch of Crystal table water

1979 Launch of Pearona

1986 Launch of Diet Coke

1988 Launch of Malta Guinness

1989 Launch of Blue Marlin

1990 Introduction of PET packaging by PCM and Launch of Appletiser

1991 The (Mauritius) Glass Gallery Ltd, set up to recycle glass waste

1993 MBL listed on the Stock Exchange of Mauritius

1996 Introduction of the aluminium can as a new packaging container

2003 Change of name of MBL to Phoenix Beverages Limited (PBL)

2003 Inauguration of new distribution centre at Phoenix

2005 Launch of Phoenix Special Brew

2008 Launch of Phoenix Fresh

2008 Amalgamation of PBL and PCM

2009 Phoenix Réunion SARL (incorporated in Reunion Island) set up

2010 Launch of Phoenix Cider

2014 Acquisition of Eski, the famous Mauritian brand

2014 Installation of wine bottling line

2015 Launch of GR8 Cape wine

2015 Agreement with Schweppes International Limited for bottling of Orangina

2016 Corporate rebranding

2016 Launch of Gister premium beer

2016 Acquisition of Edena SA (incorporated in Réunion Island)

2016 Commissioning of new production unit in Nouvelle France

2017 Launch of Fuze Tea
Launch of 5 Alive juice

2017 Launch of the new Crystal Eco-Twist Bottle

2018 Launch of Phoenix can 500 ml

2019 Launch of Crystal jar 11.3 lt

2020 Relaunching of Cidona

2020 Launch of Phoenix Keg 5lt

2022 Launch of Manawa and Phoenix Panaché

Corporate | Facility | Packaging | Product