

Suntory Beverage & Food Europe Launches New Corporate Identity

London, ENGLAND (8 September, 2020) - Suntory Beverage & Food Europe (SBFE), a division of Suntory Group, one of the leading global drinks companies, has announced that as of September 8, 2020 all of its local markets will undergo a commercial name change to unify the organisation. A new corporate brand look will accompany the name changes, reflecting the company's global identity, Japanese roots and proud heritage.

SBFE is renowned for making some of Europe's most iconic heritage brands – including Orangina, Lucozade, and Schweppes. These brands remain the heartland of the business, attracting loyal consumers, delivering value for retail and hospitality partners, and supporting the company's vision of Growing for Good – doing the right thing by society, people, and the planet.

Peter Harding, Chief Executive Officer Suntory Beverage & Food Europe said, "Being part of the Suntory family is something special. The company was founded in 1899 based on strong values, a belief in giving back to society, and a fearless spirit of innovation and entrepreneurship. I couldn't be prouder to see the Suntory name front and centre of all our business operations across Europe. This signals a cultural shift in our organisation, bringing our employees together to be more connected and collaborative, and working together to deliver better outcomes for our customers and consumers."

SBFE operates in more than 60 countries, including the EU, overseas EU territories, Northern & West Africa, and the British Caribbean. The company has 3,800 employees and local production facilities in France, Spain and the UK.

Ends

Notes to editors

From September 8, 2020	Previous
Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) Suntory Beverage & Food Ireland	Lucozade Ribena Suntory (legal name)
Suntory Beverage & Food France	Orangina Suntory France
Suntory Beverage & Food Spain	Schweppes Suntory Espana
Suntory Beverage & Food Portugal	Schweppes Suntory Portugal
Suntory Beverage & Food Benelux	Schweppes Suntory Benelux (legal name)
Suntory Beverage & Food Poland	Orangina Schweppes Polska (legal name)

The legal company name of each local market does not change.

About Suntory Beverage & Food Europe

Suntory Beverage & Food Europe (SBFE) was established in 2014 and is one of five regional divisions of the Japan-based Suntory Group, one of the leading global drinks companies. We're proud to be part of a family-owned business with its inspiring 120-year heritage and we are guided by Shinjiro Torii's founding spirit. SBFE is made up of 3,800 passionate people working throughout Europe on hugely iconic brands including Schweppes *, Orangina, Lucozade, Ribena, La Casera, Oasis *, Pulco and MayTea with a commitment to producing great-tasting, healthier drinks. Everything we do flows from our Mizu To Ikiru promise and our vision of Growing for Good. Being in harmony with people and nature is at the heart of our business, and we're working every day to ensure that future generations inherit and enjoy a healthy planet.

**Owned and commercialized within SBFE respective territories*

For more information about our company visit <https://www.suntorybeverageandfood-europe.com>