



PANTJA ARTHA NIAGA

22 November 2016

C&C Group Extends Magners Distribution to Indonesia

C&C Group is proud to announce a new distribution partnership for Magners in Indonesia with PT Pantja Artha Niaga (PAN).

Under the terms of the newly formed partnership PT Pantja Artha Niaga will be the exclusive importer into Indonesia of the Magners brand, and will distribute the brand throughout the country via their distributor network. The two companies will work together in Indonesia to build Magners' route to market in all channels.

Andrew Herd, Marketing Manager of C&C Group's Asia Pacific Division, said: "We are delighted to announce this new partnership with PT Pantja Artha Niaga in Indonesia, and look forward to growing the cider category throughout the country with the team. Indonesia is the latest market for Magners to enter in the Asia-Pacific region and we look forward to capitalising on the opportunities this presents".

Pricilla Aprilasih, Magners Brand Manager of PT Pantja Artha Niaga, said: "Cider consumption in Indonesia is growing. Indonesia is generally a new market for cider, but we forecast growth in the category. Having Magners in the Indonesian market will broaden consumers' knowledge about quality cider, and it presents a great opportunity within our portfolio."

Magners Original (Apple), Pear and Berry are now all available in market and will be distributed throughout Indonesia via Pantja Artha Niaga.

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About C&C Group

C&C Group plc is a premium drinks company which owns, manufactures, markets and distributes branded beer, cider, wine, soft drinks and bottled water. C&C Group brands include: Bulmers the leading Irish cider brand; Tennent's, the leading Scottish beer brand; Magners the premium international cider brand; Tipperary Water; Finches soft drinks, as well as a range of niche, premium and craft ciders and beers. C&C Group also owns and manufactures Woodchuck, a leading craft cider brand in the United States and manufactures and distributes a number of 3rd party international beer brands in Scotland and Ireland. C&C is also a leading drinks wholesaler in Scotland and Ireland, where it operates under the Tennent's and C&C Gleeson brands respectively.

C&C Group is headquartered in Dublin with manufacturing operations in Co. Tipperary, Ireland; Glasgow, Scotland; and Vermont, USA. C&C Group plc is listed on the Irish and London Stock Exchanges.

About PT Pantja Artha Niaga

PT. Pantja Artha Niaga (PT. PAN) are Indonesia's forerunners in the distribution of wine, beer, spirits, and liqueurs. The company was established in 2007 and has been a direct importer since 2010.

Pantja Artha Niaga distributes a vast selection of international brands through an extensive network of dedicated sub-distributors across the country. With various talents including Mixologists, Sommeliers, and Marketers the company manage to integrate comprehensive knowledge and strategic focus to deliver only the best results without compromise.

The footprints of sales and logistic team of PT. PAN covers extensively across Indonesia, with primary focus on major cities in Indonesia. Our client list includes those from small to large-scale businesses, with the majority being composed of Hospitality and F&B brands, including major international chains and Duty Free Shops nationwide.