



Media Release

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ASAHI BEVERAGES NZ APPOINTS NEW HEAD OF ITS NON-ALCOHOL BUSINESS

Asahi Beverages (NZ) has appointed Darren Moffat to head its non-alcohol business arm, The Better Drinks Co. based in Parnell, Auckland.

Moffat reports to Asahi Beverages (NZ) CEO Andrew Campbell and is responsible for The Better Drinks Co. business performance in New Zealand and continued growth of its key brands namely Charlie's, Phoenix Organics and Lipton Iced Tea.

"Darren has a strong sales and marketing background in FMCG having worked for companies like SAB Miller and Kellogg's in South and sub-Saharan Africa," Campbell says. "He has also worked for Fonterra as general manager beverages and as a sales director in foodservice and route. Most recently he was sales director for Kimberley Clarke. We're truly excited to have Darren on board to further drive the growing non-alcohol brand side of our business."

Moffat says he is excited have joined Asahi Beverages (NZ) and be leading The Better Drinks Co. which he says has built a strong portfolio and presence based on current consumer insights and trends.

Moffat replaces former head of The Better Drinks Co., James Connelly, who has returned to his native Queensland to work within the wider Asahi Beverages group in a strategy role.

CAPTION: Darren Moffat, new head of The Better Drinks Co.

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