



MEDIA RELEASE
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**MAJOR MAJOR LAUNCHES BLENDED KENTUCKY BOURBON
WITH A 'LIGHTER' TAKE ON A TRADITIONAL DARK DRINK**

One of New Zealand's youngest RTD brands has launched a 'lighter' take on a traditional dark drink and stepped into the growing world of bourbon. Major Major, which stands for championing originality, has continued this ethos with the launch of a new Major Major Blended Kentucky Bourbon Lemon & Lime.

Made here in Aotearoa with fresh sparkling water and blended Kentucky-bourbon, the new Major Major offering is not your standard bourbon and cola mix. The 'fizz' has been replaced with a lower sugar (2.5g/100mls) lemon and lime mix delivering refreshing citrus notes, and an all-round natural flavour without preservatives.

The team at Major Major are focused on innovation and premiumisation delivering traditional drinks in new formats for ever-changing consumers keen to drink more natural flavoured spirit-based beverages with less sugar.

Since charging onto the scene in March 2021, Major Major has grown in market share and popularity with a range of natural flavours across whisky and vodka bases like apple, ginger, peach, and passionfruit – and now bourbon.

Sold in 330ml can 10 packs with contemporary-cool packaging, the new Major Major Blended Kentucky Bourbon Lemon & Lime is for those who enjoy a refreshing full flavoured bourbon-RTD with an ABV of 6%. The new offering is available nationwide through traditional liquor stores and select bars with an RRP of \$27.99 for a 10 pack.

ENDS

For more information please contact:

Jo Jalfon
Manager, Corporate Communications
Asahi Beverages NZ
Email: jo.jalfon@asahi.co.nz
Tel: 027 201 2645