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## **MOA BREWING AND CONSTELLATION BRANDS TO PARTNER IN NEW ZEALAND SALES VENTURE. MOA BREWING GIVES TRADING AND EXECUTIVE UPDATE.**

Moa Brewing Co, the largest New Zealand owned brewer, has partnered with Constellation Brands New Zealand—makers of leading wine brands like Kim Crawford, Selaks and Crafters Union—to create **MoBev, a joint selling force in New Zealand**. The word MoBev is created from consumers relationships with beverage around — ‘Moments and Occasions’.

MoBev will be overseen by Moa and Constellation together and will work closely with both Brand Owners to enable MoBev to provide a sales force that delivers with a greater reach of sales calls and a greater frequency of contacts, across a multi beverage portfolio into multiple channels, with greater category insights. This will strengthen Moa’s brand in the New Zealand market and Moa will have direct influence over the performance of MoBev.

Both Moa and Constellation have been in strong growth over the past year and this move is expected to enhance this performance whilst opening new opportunities for both businesses. The companies also plan to work together in Australia, where they will share existing sales resources.

Moa CEO Geoff Ross and Constellation President Simon Towns say the collaboration creates a beverage portfolio and servicing model that delivers benefits to both customers and consumers.

Craft beer is a powerful contributor of alcohol-beverage growth right now, Towns adds.

“We have been watching the growth of craft beer both locally and globally. Moa are the largest independent craft brewer in New Zealand and we’re excited about working with them,” Towns says.

“Ballast Point and Funky Buddha are a couple of our own craft beers that are complementary to Moa’s range. Together, our combined offering across craft beer and total alcohol beverage make us more relevant to our customers,” Towns adds

“The market is telling us a couple of things. Firstly, we know consumers don’t necessarily buy just a beer or just a wine, they buy for an occasion, often across multiple categories. With our combined portfolio of wine, beer and spirits we can now deliver this,” Ross says.

“Secondly, our customers want experienced partners who can bring them insights and innovation to grow their beverage business. Our local capability teamed up with access to Constellation’s global insights are a great combination,” he adds.

“Constellation has been a standout innovator in New Zealand wine, with Crafters Union wine in cans and Selaks, The Taste Collection range being a couple of great recent examples. This culture of innovation and track record of success make them a great fit for us. We also get considerable scale and frequency of sales calls with this venture” Ross continues.

MoBev will be able to draw from the global insights team across beer, wine and spirits. This in turn will be leveraged for innovation here and for Moa as it looks to grow in off-shore markets such as China.





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About Constellation Brands New Zealand: Constellation Brands New Zealand is a subsidiary of Constellation Brands Inc (NYSE: STZ and STZ.B), a leading international producer and marketer of beer, wine and spirits with operations in the US, Mexico, New Zealand, Italy and Canada. Constellation is the world leader in premium wine, including Selaks, Crafters Union, Kim Crawford, Robert Mondavi, Ruffino and The People's Wine.

**Launching on June 1**, MoBev will be based at Constellation's West Auckland office. All brands from both companies' portfolios will be represented by the new team, including Moa's beers and ciders, Constellation's wines and spirits portfolio and selected American craft beers.

Moa will be giving a full audited annual result in late May. Ahead of this the company is giving a brief **update on key measures**.

- Moa is now a clear number three in New Zealand craft and the largest New Zealand owned brewer.
- Summer trading was good for Moa with supermarket data showing annual growth of close to 10%, several cash flow positive months and new products performing well.
- Given the company exited its distribution of ParrotDog brewing in November last year, total company performance will be similar to last year.
- The company will outline more of its growth strategies for local and export markets, in coming weeks and with the May audited result.

Moa brewing will be strengthening its **Executive resources**.

Stephen Smith ex Marketing Director of Lion Breweries and CEO of 1 Above will be joining Moa as Strategy Director. Stephen has huge beer experience from his many roles at Lion and also understands start up growth companies from his time as CEO of 1 Above.

Gareth Hughes will continue to lead sales as Global Sales Director and once MoBev is bedded in will put even greater focus into growth in the key export markets and particularly China.

COO Malcolm Bloor will take greater responsibility as business lead reporting to the board and Geoff Ross will relinquish some of the marketing role to Stephen and take on new developments along with his role as Executive Chairman.

About Moa Brewing Co: Moa Brewing is the largest New Zealand-owned brewer and only NZX-listed brewer, with over 1,600 New Zealanders as its owners. Moa offers accessible craft beers such as its Original lager and Station IPA in the Classic range and also more advanced beers in the Reserve Range such as its Imperial Stout and Saint Josephs Belgium Tripel. Moa also crafts Apple Cider and an Apple & Rhubarb Cider.

For more information contact Geoff Ross. 021 424219.

