

SBF's Long-selling Brands

# LOCALLY LOVED BRANDS

A major advantage for SBF is the enduring popularity of its brands in markets around the world. The following historical overview looks at some of our greatest long-sellers.

## Drinks that have Remained Popular for Decades

### BRAND'S® Essence of Chicken Since 1835



This product was created in the early 19th century when Henderson William Brand, a chef to King George IV, suggested a chicken essence beverage with the aim of improving the King's health. In 1835, after Brand's retirement, *BRAND'S Essence of Chicken* was marketed to the general public as a nutritional drink. Further recognition of the product's quality came in 1897, when it was granted a royal warrant of appointment, which allowed the product to be supplied to the royal family.

The company began to expand into Asian markets in the 1920s, and

by the 1970s, *BRAND'S Essence of Chicken* had become an Asian household staple and the product was familiar to family members of all ages. Economic development brought a rapid increase in demand as people in urban areas became focused on the need to maintain their health and stamina.

In 2015, we marked the 180th anniversary of the launch of this product. Through initiatives like proactive marketing and scientific research on health, we are continuing our efforts to achieve further growth.

*Suntory Oolong Tea* was first marketed as a canned oolong tea in 1981. At the time, non-sugar tea was something that people brewed and drank at home, and few consumers would have considered paying money to drink it. In addition, oolong, a Chinese variety of tea, was unfamiliar to Japanese consumers.

However, using "health" as the product's key word, we gradually expanded the opportunities for customers to enjoy the product by using our alcohol marketing channels to advertise it through bars and restaurants. We also ran campaigns focusing on the theme of oolong tea as a drink distilled from traditional Chinese wisdom. Eventually oolong tea became popular with people across a wide range of age groups.

The success of *Suntory Oolong Tea* heralded the growing popularity of RTD, non-sugar tea products with

Japanese consumers, and it remains the best-selling product in the Japanese oolong tea market. The technology used to develop our oolong tea products has continued to improve, leading in 2006 to the creation of *Suntory Black Oolong Tea*, a product officially certified as a FOSHU. This product offers important added value, including the ability to inhibit fat absorption and reduce the body's tendency to accumulate fat.

Knowledge accumulated through the development of the *Suntory Oolong Tea* brand in Japan was applied to the development of *TEA+ Oolong Tea*, which was launched in Vietnam in 2013. Sales in the Vietnamese drink market have expanded to over 10 million cases\*. After many years of success in Japan, the *Suntory Oolong Tea* brand is expanding worldwide.

### Suntory Oolong Tea Since 1981



\*24 bottles per case



### Orangina Since 1936



The *Orangina* brand originated in 1936. It was first sold by Léon Beton, who created the product because he wanted people to be able to enjoy the wonderful flavor of Mediterranean oranges anywhere throughout the year.

A key characteristic of the *Orangina* product is its distinctive round container. After redesigning the bottle many times, Beton eventually chose a design that symbolized the round shape of an orange. That design has remained popular to this day. By the 1950s, *Orangina* had grown into a national brand in France. Enjoyed as part of the French café culture, it rapidly became a familiar product even at home. Around this time, a unique advertisement poster

drawn by Bernard Villemot, a leading French artist of the mid-20th century, greatly contributed to *Orangina's* brand image. The product attracted even more attention through its "Shake It!" campaign in the 1970s, which encouraged consumers to shake the drink, even though it was carbonated, to ensure none of the orange pulp would be wasted.

In the 1980s, the *Orangina* boom began to spread from France to other countries and regions. Today, it is enjoyed in over 60 countries worldwide.

*Lucozade* was first marketed in the UK in 1929 as a drink for children when they catch a cold. The name is derived from glucose, which is a vital source of energy for the human body.

In the 1960s, the product became extremely popular thanks to the product's unique yellow packaging and a memorable TV commercial. In the 1980s, it was rebranded as an energy drink and, in the 1990s, a sports drink version was introduced. Innovations such as these ensured the continuing popularity of *Lucozade* as a casual soft drink. Today, it is sold in over 15 countries worldwide.

*Lucozade* continues to evolve in step with changing consumer

preferences. For example, in 2017 and 2018, the product was reformulated, with a focus on reducing sugar content, in response to the growing health-consciousness of consumers.

### Lucozade Since 1929

