

History of SBF's Locally Loved Brands—Drinks that Enrich Living

Iyemon

2004
• *Suntory Green Tea Iyemon*

2006
• *Suntory Black Oolong Tea (FOSHU*)*

The creation of a line-up of high-quality, high value-added products offering health and other benefits



Oolong Tea

1981
• *Suntory Oolong Tea*

Establishment of sugar-free tea category



Boss

1991
• *Suntory Minami-Alps Tennensui mineral water*

1992
• *Boss*

The start of two long-selling brands



Suntory Tennensui

Sting

2003



Good Mood

2017



2015
• 180th anniversary

2013




1970s
• Sales growth as a household staple in Asia

Rapid demand expansion thanks to consumers seeking products to enhance health and energy

1835
Available to the public as a nutritional drink

BRAND'S
Essence of Chicken



Lucozade

1929
The beverage started as a cold remedy for children.

Okky

2003



Ribena

1938
This blackcurrant drink rich in Vitamin C has been loved by a wide range of people, especially children.



2013
• *Suntory Iyemon Tokucha (FOSHU*)*

2015
• *Yogurina & Suntory Tennensui*

2017
• *Craft BOSS series*

SBF offers not only long-loved brands, but also creates new products or new beverage categories that match and anticipate changes in consumer needs, lifestyles and preferences.



We are always evolving to satisfy people with unexpected drinking experiences.

2012
• *Orangina goes on sale in Japan by SBF*



1980s
Orangina's national and regional popularity reaches global levels

1970s
• *Orangina* promotion "Shake It!"

"Shake It!" slogan informs consumers how to best enjoy *Orangina* and its natural pulp content

1950s
• Expansion of *Orangina* sales throughout France

First gained popularity in cafes



1936
• Birth of *Orangina*

Allows consumers everywhere to enjoy the taste of Mediterranean oranges all year round!

Known for its charming bottle design

Orangina




Nature's Twist

2013
The first in-house brand by PBV in the USA.



2016
V line-up expands with products such as V Pure



V Energy

1997
Hugely popular every day energy drink



2018

Amplify



2016

MayTea



2010s
Lucozade and *Ribena* have been evolving to match customer preferences and are now sold in more than 15 countries.

In 2017-2018, the brands were reformulated to create lower sugar products in response to rising health consciousness.



Just Juice

1981
This fruit juice brand is popular with a wide range of consumers in New Zealand's fruit juice market.

