

# The History of SUNTORY BEVERAGE & FOOD

We trace our roots back to Torii Shoten, founded in 1899. In 2009, Suntory Beverage & Food was founded to operate the beverage and food business of the current Suntory Holdings Limited, originally established as Kotobukiya in 1921. Our brands represent some of the most familiar, trusted, and loved brands not only in Japan, but also throughout Europe and Asia.

Region	Year	Event	Image
Japan	Feb. 1899	Founding of Torii Shoten Shinjiro Torii founds Torii Shoten in Osaka.	
	Dec. 1921	Founding of Kotobukiya Limited	
	1963	Corporate name changed from Kotobukiya Limited to Suntory Limited	
	1970	Introduction of Suntory Mineral Water	
	1981	Introduction of Suntory Oolong Tea Suntory introduces a sugar-free canned oolong tea at a time when carbonated beverages and juice drinks command the soft drink market. Ever since, Suntory Oolong Tea has been a long-selling brand, loved by generations of consumers.	
	1991	Introduction of Suntory Minami-Alps Tennensui	
	1992	Introduction of Boss A standard in the enormous canned coffee category of Japan's soft drink market. An extensive lineup of products, popular TV commercials, and consumer campaigns make Boss a favorite among consumers, leading to continuous growth since its introduction.	
	2004	Introduction of Suntory green tea Iyemon	
	2009	Suntory establishes Suntory Beverage & Food Limited to take over beverage and food operations	
	Mar. 2012	Introduction of Orangina to the Japanese market	
Jul. 2013	Initial public offering on the First Section of the Tokyo Stock Exchange		
Jul. 2015	Acquisition of Japan Beverage Holdings Inc.		
Europe	1927	Introduction of the forerunner of the current Lucozade	
	1936	Launch of the forerunner of the Orangina brand	
	1938	Introduction of the forerunner of Ribena	
Asia	1853	The BRAND'S legacy started in 1835 when Henderson William Brand, the royal chef of Buckingham Palace in London, created a fat-free, easily digested chicken consommé that later became a huge commercial success widely recognized as the forerunner of BRAND'S Essence of Chicken.	
	1990	Acquisition of Cerebos Pacific Limited	
	1998	Introduction of Okky Jelly Drink	
	2011	Establishment of PT SUNTORY GARUDA BEVERAGE in Indonesia	
	2013	Introduction of TEA+ in Vietnam	
Oceania	1997	Introduction of V	
	2009	Acquisition of Frucor Group	
Americas	1980	Acquisition of PepCom Industries, Inc.	
	1999	Establishment of Pepsi Bottling Ventures LLC	
Americas	2009	Acquisition of Orangina Schweppes Group	
	2013	Establishment of Lucozade Ribena Suntory Limited	
	2013	Establishment of Suntory PepsiCo Vietnam Beverage Co., Ltd.	
Americas	2013	Establishment of Lucozade Ribena Suntory Limited	
	2014	Introduction of OVI, a hydration drink featuring an antioxidant component from green tea	