

Moa Brewing Company

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Moa Brewing Company

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NZX release

MOA Brewing Co update – China, New Products, Recent Growth and New Venue.

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Moa Brewing Co (NZX;MOA) New Zealand’s largest New Zealand owned brewer, today gives an update on several key areas of its business.

As signalled in the recent FY18 results, the China market is the focus export market for Moa. This week the company’s distribution partner has added significant resource to its sales team. Taking their sales field team to more than 15 to support and increase the number of outlets selling Moa in China to grow sales. Moa’s Global Sales Director, Gareth Hughes, and Moa’s in market representative will be training this team from next week.

On the back of the successful launch of Station IPA, Dry Hopped Pilsner and other new products the company has experienced the highest level of craft beer growth in the quarter of any of the top 4 breweries. Moa, the number 3 ranked craft brewer in supermarkets had the highest level of growth at almost 9% (QTR 20/5/18).

Based on this positive market performance the company is now launching an American Pale Ale (APA). This broadens Moa’s Classics range of beers and ciders to all of the major beer styles that consumers are demanding. This latest product, Big Sky APA, launches next week to leading retailers.

This will be the first major beer launch with Moa’s new NZ sales and distribution venture “MoBev”. This true sales partnership with New Zealand’s number 3 wine player, Constellation Brands, commenced on 1 June. With the MoBev venture Moa triples its field team and makes four times as many sales calls each week. This is supported by full teams of merchandisers and tasters.

The company also this week reached a partnership agreement with a leading hospitality operator to be the leading craft beer brand presented at a new large format venue. This is to be launched this summer in central Auckland.

For more information contact: Geoff Ross on 021 424219.

