

KOPPARBERG

Company presentation
2020

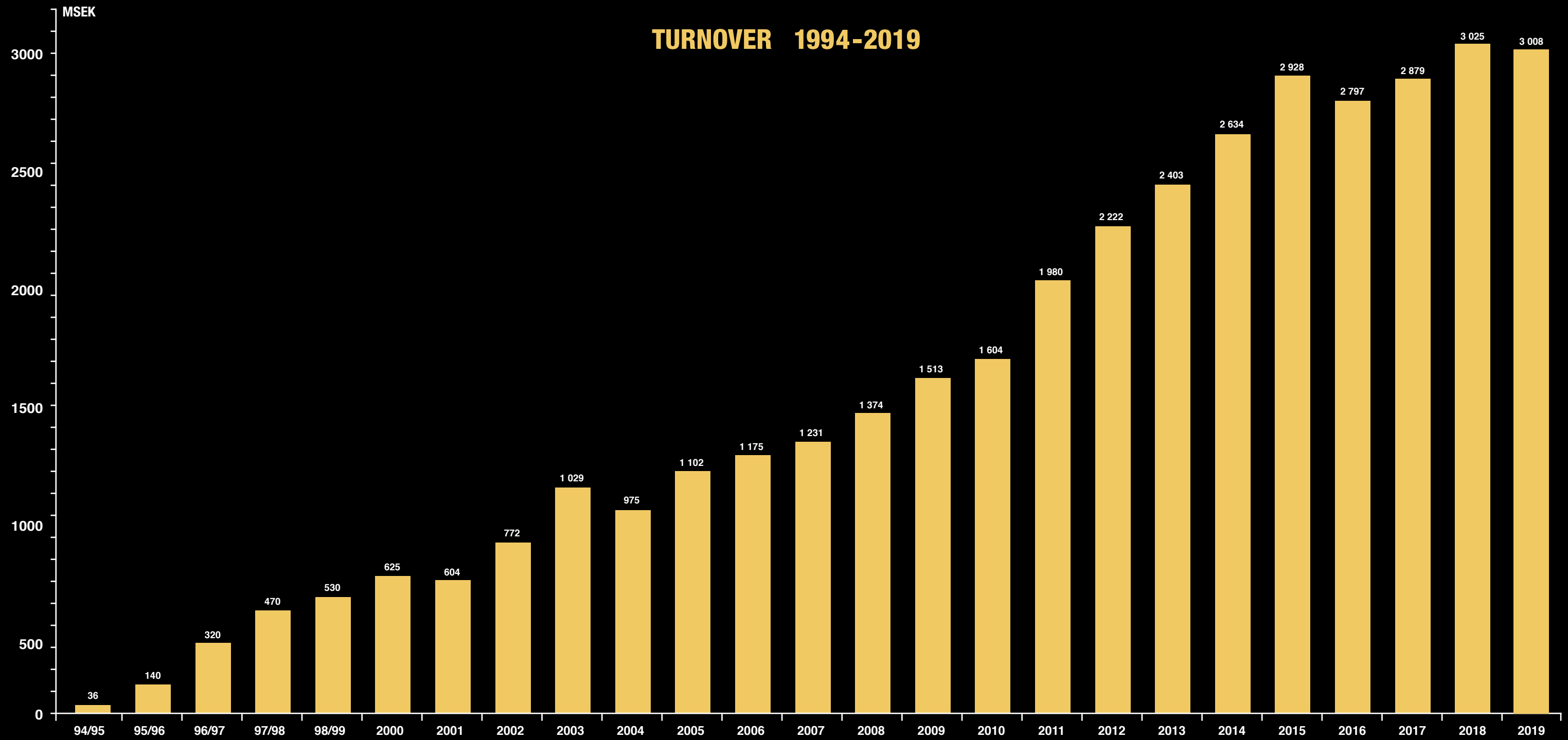


KOPPARBERG AROUND THE WORLD



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| UNITED STATES | MEXICO | ICELAND | NORWAY | SWEDEN | FINLAND | SCOTLAND | NORTHERN IRELAND | IRELAND | WALES | UNITED KINGDOM | GERMANY | LATVIA | ESTONIA | CZECH REP. | SWITZ | AUSTRIA | HUNGARY | CROATIA | PORTUGAL | GRAN CANARIA | ANDORRA | SPAIN | GIBRALTAR | MALTA | GREECE | CYPRUS | ISRAEL | SOUTH AFRICA | DUBAI | INDIA | THAILAND | HONG KONG | TAIWAN | SINGAPORE | AUSTRALIA | NEW CALEDONIA | FUJI | NEW ZEALAND |

TURNOVER 1994-2019





Kopparberg is known for its fruit refreshment within cider, gin, rum and hard seltzer. Through innovation and following our own path, we have made Kopparberg a strong, independent drinks brand in over 40 markets.



Mixed Fruit



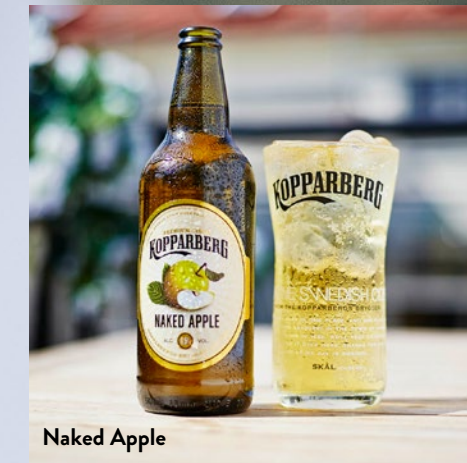
Strawberry & Lime



Elderflower & Lime



Pear



Naked Apple



Passionfruit



Kopparberg Cider is a refreshing alcoholic drink traditionally made from the fermentation of apples or pears. We start with the basics and then add fruit juices. Since we pioneered the fruit cider category, it has successfully delivered different variants to consumers all around the world.







KOPPARBERG®
PREMIUM

GIN

As experts in premium fruit refreshment, we invite flavoured gin enthusiasts to taste the spirit of Kopparberg. Infused with the finest ingredients and fruit flavours that made Kopparberg famous, for a bold and balanced taste.

Kopparberg Gin Strawberry&Lime was the most successful launch in the drinks category in the UK 2019.

*KANTAR, Top new product development launches of 2019 in the UK, 52 weeks to 29/12/19







FLAVOURED SPICED

RUM

Famous for flavour, we're tearing up the rulebook with new Kopparberg Spiced Rum. Infused with a bold cherry fruit flavour, the new spirit is inspired by the animals that come alive at night in the dark Swedish forests surrounding the town of Kopparberg.





Purified carbonated water with proprietary
KopparSpirit™ alcohol and natural fruit flavour.
0g sugar | 93 calories per can | gluten free | vegan

FASTEST GROWING DRINKS CATEGORY IN THE US

The Hard Seltzer category is worth over \$1bn,
expected to reach \$2.5bn by 2022

Driven by millennials switching out of wine and beer
due to nutritional value and sugar implications.

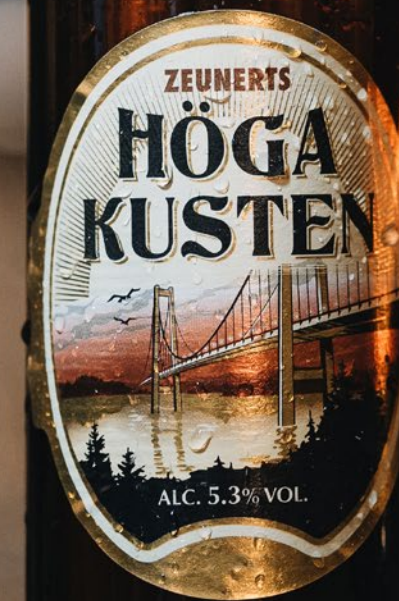




Sofiero is a well-hopped pilsner, with a bitter taste and the body to back it up. Sofiero's characteristic burnt flavour adds an extra touch to this refreshing lager.

ZEUNERTS HÖGA KUSTEN

Höga Kusten is a unique beer and we let the bridge in North of Sweden, Höga Kusten, tell its story. On one side we brew the lager and on the other side we brew the ale. Höga Kusten brings them together to create uniqueness to the beer category.



KOPPARBERG

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