

KOPPARBERG

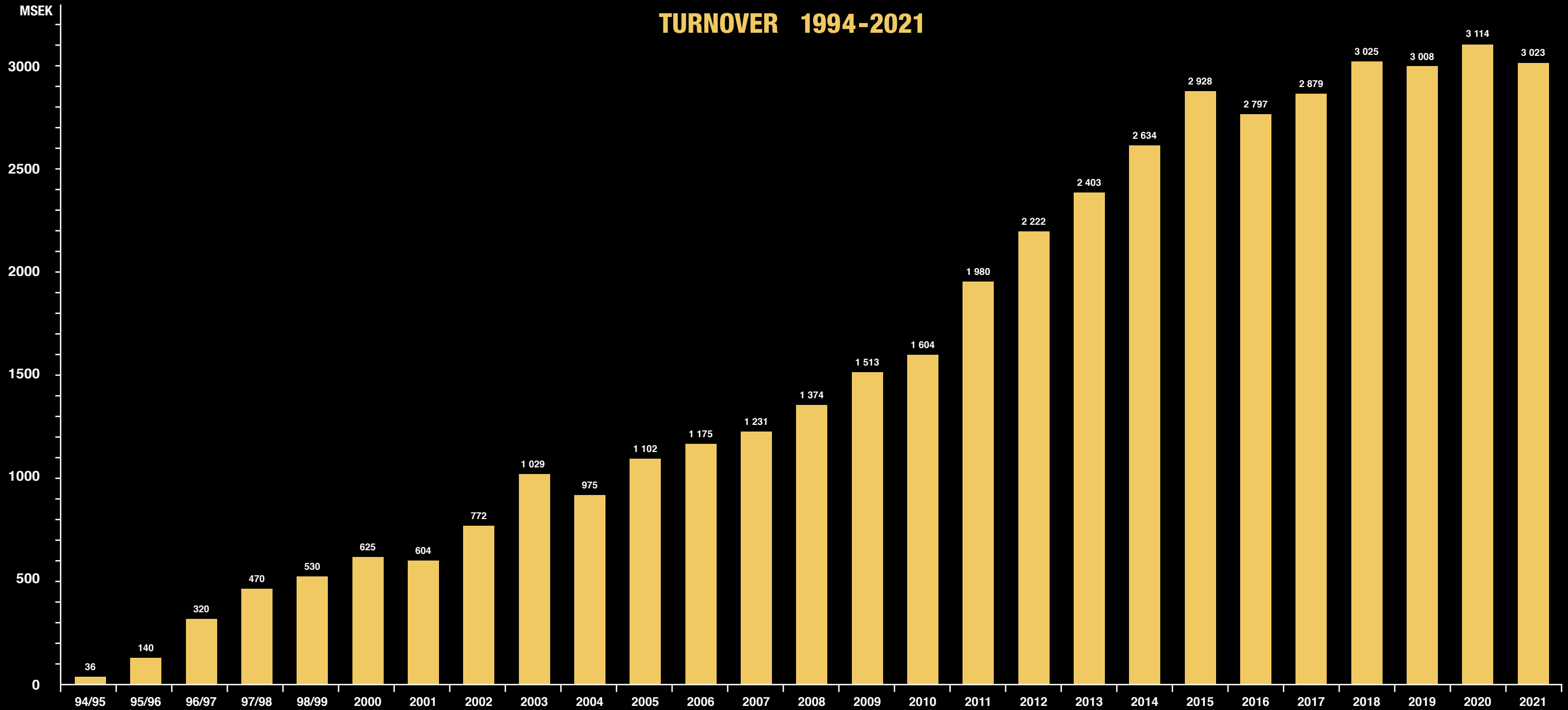
Company presentation
2022

KOPPARBERG AROUND THE WORLD



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 KAZAKHSTAN LITHUANIA POLAND GREECE CYPRUS ISRAEL SOUTH AFRICA DUBAI INDIA THAILAND HONG KONG TAIWAN SINGAPORE AUSTRALIA NEW CALEDONIA FIJI NEW ZEALAND

TURNOVER 1994-2021





Kopparberg is known for its fruit refreshment within cider, gin, rum, vodka 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



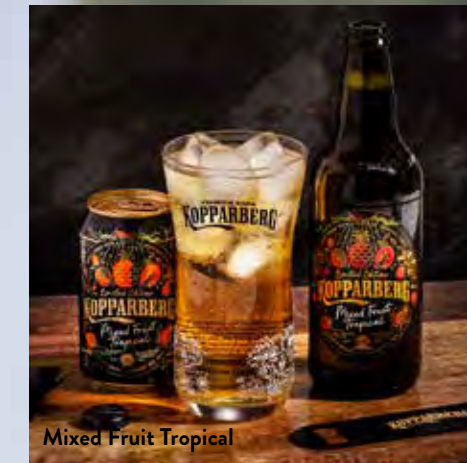
Strawberry & Lime



Cherry



Pear



Mixed Fruit Tropical



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
VODKA

Introducing Kopparberg Vodka. Inspired by the clear waters that surround the brewery, our famous fruit flavours are expertly infused into every drop.



KOPPARBERG®

RUM

Famous for flavour, we're tearing up the rulebook with new Kopparberg Rum. 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.

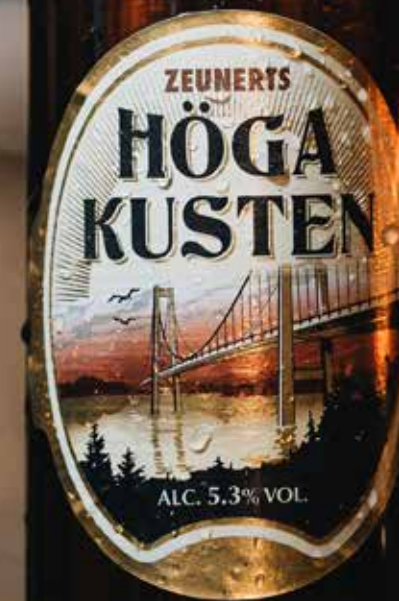




Sofiero is a well-hopped pilsner, with a bitter taste and the body to back it up. Sofiero's characteristic burnt flavour adds an extra touch to this refreshing lager.

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

Kopparbergs Bryggeri
714 82 Kopparberg, Sweden
Tel +46 580 88 600
www.kopparberg.com