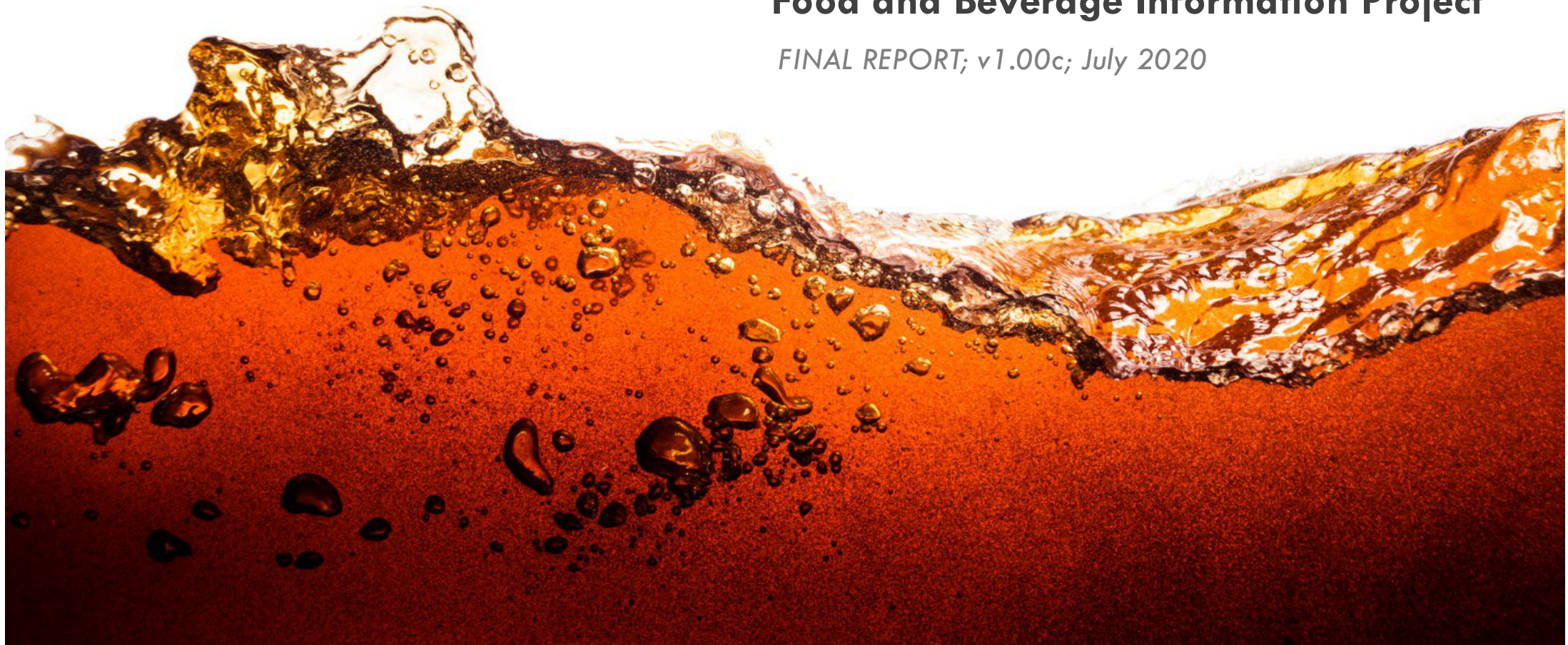


# **OPPORTUNITIES IN NEW ZEALAND NON- ALCOHOLIC BEVERAGES**

**Part of Emerging Growth Opportunities,  
Food and Beverage Information Project**

*FINAL REPORT; v1.00c; July 2020*





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*Part of Emerging Growth Opportunities, Food and Beverage  
Information Project*

FINAL REPORT

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## STEERING & GUIDANCE

This project would not have been possible without the strong guidance of our Steering Committee. In particular, we would like to thank Andrew McCallum of MBIE for his tireless energy in keeping this project on track, while at the same time pushing us forward.

Draft versions of this report, including the firm profiles, were distributed to those firms for comment, addition or correction. This was done in the form of emails and phone calls. We thank those that helped us in this process for their time and effort. We also thank those that provided them for their photos.

We are grateful for all of the input we have

received, but the report is ours and any errors are our own.

Finally, we acknowledge the support of the Ministry of Business, Innovation and Employment (MBIE), New Zealand Trade and Enterprise (NZTE) and the Ministry for Primary Industries (MPI). It is their funding that has made this report possible.

## LIMITATIONS

This work is based on secondary market research, analysis of information available (e.g. Statistics NZ), and a range of interviews with industry participants and industry experts. Coriolis have not independently verified this information and make no representation or warranty, express or implied, that such information is accurate or complete. In many cases regional data is incomplete or not available and therefore research includes significant modelling and estimates.

All cross-country international trade data analysed in this report is calculated and displayed in US\$. This is done for a range of reasons:

- *It is the currency most used in international trade*
- *It allows for cross country comparisons (e.g. vs. Denmark)*
- *It removes the impact of NZD exchange rate variability*
- *It is more comprehensible to non-NZ audiences (e.g. foreign investors)*
- *It is the currency in which the United Nations collects and tabulates global trade data*

## KEY CONTACTS FOR THIS REPORT

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# Why did the New Zealand government undertake this project?

## WHAT IS THE PURPOSE OF THE FOOD AND BEVERAGE INFORMATION PROJECT?

The project pulls together the available information on the food and beverage industry into one place, in a form which is familiar and useful to business. The reports contain analysis and interpretation of trends and opportunities to materially assist with business strategy and government policy.

The information will be of vital use to businesses, investors, government, and research institutions as the industry expands and diversifies. This industry view will be very useful to government, enabling better dialogue and the opportunity to address issues collectively.

## WHAT BENEFIT WILL THIS BRING TO BUSINESSES?

The Project will have many uses for businesses. These include:

- As a base of market intelligence to enable business to be much more targeted in their own market research
- Reviewing and informing offshore market development (including export and investment) strategies
- Assisting in identifying areas of innovation and R&D for the future
- Identifying strategic partners and collaborators
- Enabling a company to benchmark performance with that of its competitors

- Monitoring industry activity
- Gaining a better understanding of their own industry sector
- Identifying internal capability needs or external inputs

## HOW WILL GOVERNMENT USE THE REPORTS?

This information will provide much greater insight into the industry, which is useful for a range of policy developments, from regulatory frameworks to investment in science and skills and facilitating access to international markets. In particular, a single source of factual information will enable government agencies to better coordinate their efforts across the system and be more responsive to addressing industry issues. The government can now understand what's what, and also, who's who.

# The Emerging Growth Opportunities (EGO) research is part of the wider New Zealand Food and Beverage Information Project

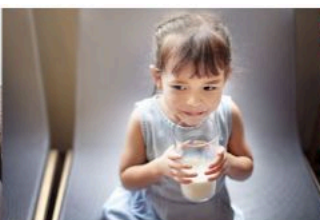
## The Food & Beverage Information Project

### SECTOR REPORTS



#### Beverages

The New Zealand wine industry has achieved phenomenal growth, producing world renowned wine varieties.



#### Dairy

New Zealand is a global leader in dairy trade, gaining export market share in the past decade.



#### Meat

New Zealand is the global leader in lamb and deer meat exports, with a strong position in beef exports and growing chicken exports.



#### Processed foods

New Zealand has a rapidly growing processed foods sector, leveraging on available raw and unique materials.



#### Produce

New Zealand is a major producer and exporter of kiwifruit and apples, with significant growth achieved in other categories.



#### Seafood

New Zealand has a large and sustainable wild catch fishery, with aquaculture showing huge theoretical growth potential.



### INVESTOR GUIDES



#### Investor guides

Our research has identified twenty categories achieving success in strong growing markets.



### EMERGING MARKETS



#### Emerging markets

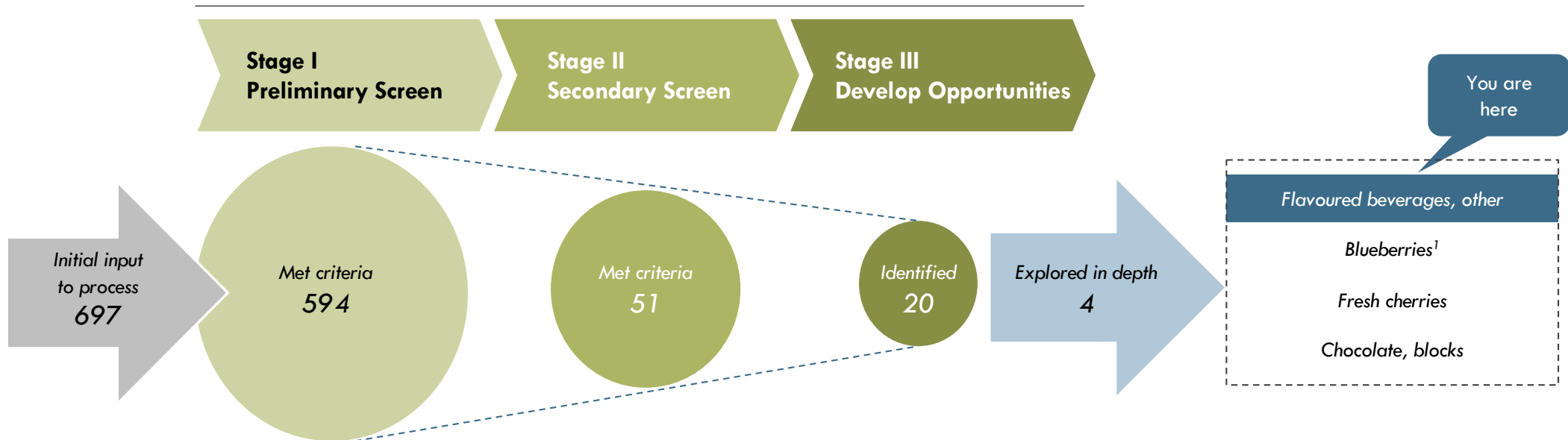
New Zealand food and beverage sector has significant opportunities in Australia, ASEAN and China markets due to FTAs and geographical proximity.



# Non-alcoholic beverages emerged in a multi-stage screen designed to identify high potential food and beverage export opportunities

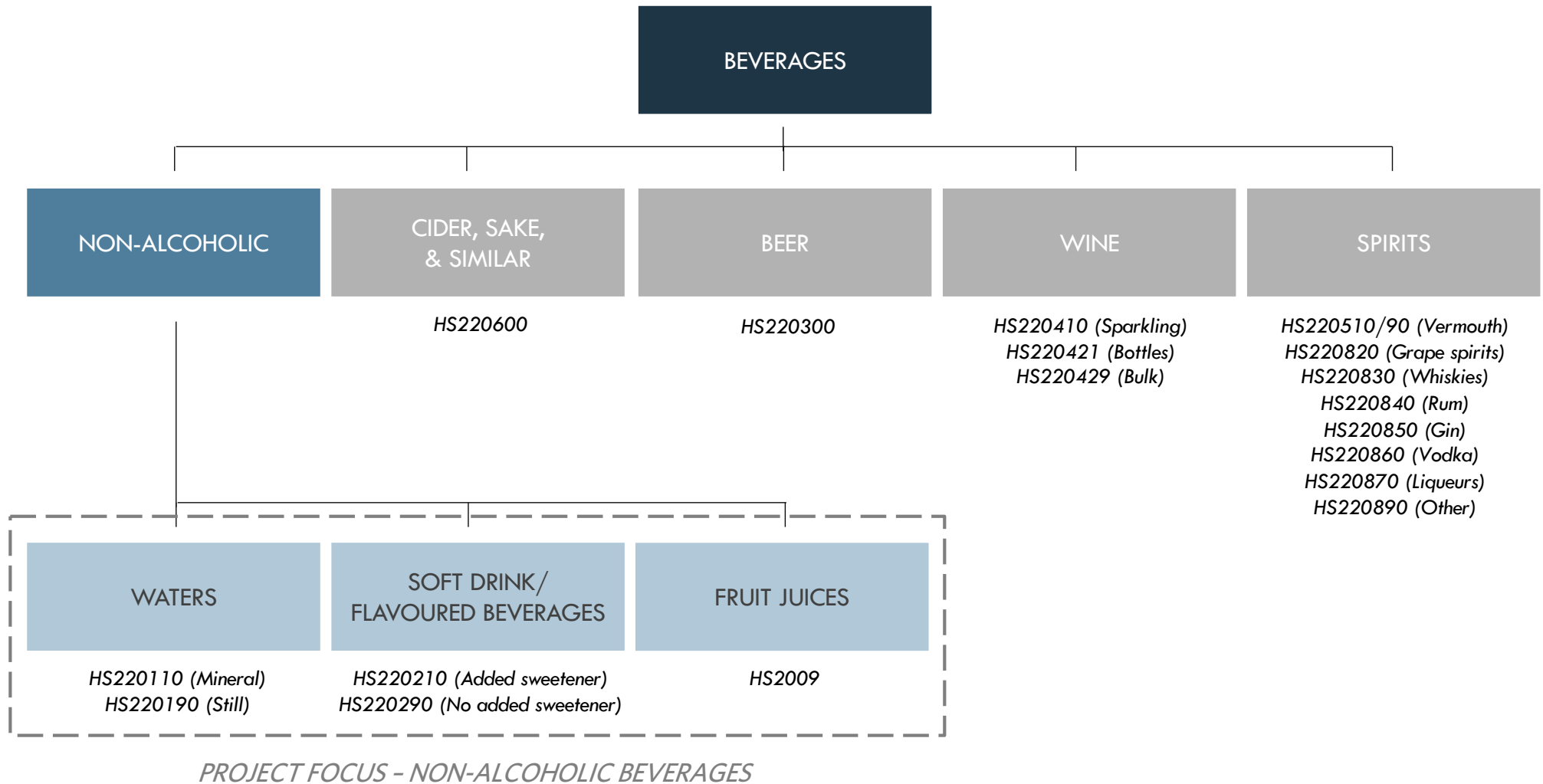


See related document for details available at <https://www.mbie.govt.nz/business-and-employment/economic-development/growing-the-food-and-beverage-sector/food-and-beverage-information-project/food-and-beverage-emerging-market-and-in-depth-reports/>



1. Short list was revised by project steering group to include blueberries [HS081040] (was initially breakfast cereal & muesli bars [HS190410]); see page 28 of above linked document for details

# This research is focused on non-alcoholic beverage exports



# EXECUTIVE SUMMARY 01

This report “Opportunities in New Zealand Non-Alcoholic Beverages” was commissioned by MBIE as part of the Food and Beverage Information Project. Beverages - both alcoholic spirits and non-alcoholic (NAB\*) beverages - were identified as growth sectors in previous “Emerging Growth Opportunities” research.

## WHAT ARE NON-ALCOHOLIC

### BEVERAGES?

In this report non-alcoholic beverages include juice, water, and soft drinks (and other similar flavoured beverages). In practice, the vast majority of beverages have a water base with added ingredients (e.g. flavouring, fruit, carbonation, sugar, etc.) for cost reasons.

## WHAT IS THE SITUATION IN NZ?

New Zealand has a long history in non-alcoholic beverages production that can be segmented across three broad eras of development. In the early “Pioneer Era” (1860’s-1930s), the sector was dominated by a range of small aerated water and cordial

firms focused on the domestic market (e.g. Foley’s). In the “Production Era” (1930’s-1990’s), global multi-nationals arrived (e.g. Coca Cola) and firms sought scale.

Now, today in the “Innovative Era” (2000 to today), a huge range of new products, ingredients and categories are being developed through the spread of premium, authentic producers (e.g. Karma Drinks).

Where the industry created almost 140 firms in the Pioneer Era, while the Production Era saw a rapid decline in firms down to 24, the Innovation Era has again seen a rapid rise in firm numbers to over 140 firms.

The New Zealand non-alcoholic beverage industry is growing in unit numbers and total employment. The industry now employs 1,700 people. These firms and jobs are not just located in the major population centres like Auckland. Instead beverage firms are spread across the country, with long term growth occurring across most regions.

New Zealand non-alcoholic beverages are sold on the domestic market and exported. In

2019, New Zealand exported NZ\$282m worth of non-alcoholic beverages (NAB) across three broad categories: juices (26%), waters (21%), and soft drinks/flavoured beverages (53%). New Zealand’s NAB export value mix has grown and changed dramatically over the last twenty years. In 1988 juices dominated exports with over 95% value share. By 2019 this had declined to 37% and soft drinks now accounted for a 53% export share. NAB export growth is being driven by soft drinks and waters.

## MARKETS

New Zealand non-alcoholic beverages exports can be segmented into three key markets, each with different strategic priorities: (1) Australia, (2) Asia, and (3) North America and the UK/EU.

In 2019, New Zealand’s non-alcoholic beverages exports went predominantly to Australia (51%) and E/SE Asia (34%). New Zealand’s NAB export market mix has stayed relatively constant, though China growing in the past six years. Growth in NAB exports are being driven by Australia and China.

\* NAB = Non-Alcoholic Beverages is also sometimes called NARTD (Non-Alcoholic Ready-To-Drink)



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# EXECUTIVE SUMMARY 02

This research seeks to support the continued growth of this exciting and vibrant industry.

## JUICE

New Zealand has a long history in fruit production dating back to 1819. Apples and pears dominated the early industry. In the 20<sup>th</sup> Century, New Zealand pioneered kiwifruit as a commercial crop and Hayward Wright developed the variety that now dominates global production.

Today New Zealand has large and growing fruit production with a range of unique and signature ingredients suitable for beverages (e.g. blackcurrants, feijoa, and kawakawa). New Zealand also produces a range of vegetables regularly used in juices (e.g. carrots, tomatoes, and beetroot).

New Zealand firms now produce a wide range of both everyday juices, and premium products. New Zealand juice exports are achieving relatively stable volumes (20m litres/year) and long term price growth. The total value of juice exports in 2019 was US\$49m. New Zealand juice exports are

shifting focus from Anglo-European regions to Asian markets.

Temperate climate Anglo-European peers suggest that New Zealand could export five to twenty times more juice.

## WATER

New Zealand has an abundant supply of quality natural water. New Zealand has a huge renewable water resource (RWR) both (1) on an area basis and (2) on a per capita basis. New Zealand has vast areas of aquifers and thousands of springs located across the country.

Today New Zealand firms produce a wide range of everyday and premium waters.

The total value of New Zealand water exports is growing strongly through growing volumes rather than price increases. Water export value sits at US\$40m, with 113 million litres exported in 2019. Growth in New Zealand water exports is coming from China.

Temperate climate Anglo-European peers suggest that New Zealand could export four

to twenty five times more water. The UK currently exports US\$77m worth of water, the USA US\$151m and France an astonishing US\$980m. To put this in context, if New Zealand exported as much water as France (global #1 by value) this would still only represent an infinitesimal share of New Zealand's available annual water (0.001%).

## SOFT DRINKS

The classic American brands like Coke and Sprite come to mind when the phrase "soft drinks" is mentioned. In practice the "soft drink" category today encompasses a much wider range of products.

So what are soft drinks? Soft drinks are effectively water, sweetener and flavourings, typically segmented by flavour. However, the once clear historical segmentation between juice, water and soft drinks has broken down and blurred through constant new product innovation.

Therefore, from a trade point-of-view, most of the new and emerging beverage products are effectively defined as "soft drinks".

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# EXECUTIVE SUMMARY 03

Once a strong brand is developed, product and line extensions can be used to extend reach and increase shelf presence (e.g. V energy drink has expanded across multiple flavours and formats including iced coffee).

Broadly speaking, within “soft drinks” New Zealand beverage firms produce:

1. “Classic” Soft Drinks (e.g. Foxtan Fizz, Sparking Oh!).
2. Energy Drinks (e.g. V, Monster)
3. Premium Soft Drinks and Mixers (e.g. Karma Cola, Phoenix Tonic water)
4. Sparkling Juices (e.g. Aroha, Vista)
5. Kombucha (e.g. Kombucha Bros, Daily Organics)

Beyond these, Kefir, Kvas and Switchel are all emerging and “on trend”. There is also an emerging overlap with nutraceuticals and “functional beverages” (e.g. Arepa, Granite Life Force Tonic).

The value of New Zealand soft drink exports is growing based on solid volume growth and long term price growth. Soft drinks export

value in 2019 was US\$100m. New Zealand soft drink exports currently go predominantly to regional markets (Australia and the Pacific Islands).

A wide range of peers suggest that New Zealand could export more soft drinks. The UK exports US\$590m, Switzerland US\$1,868 and Austria (the home of Red Bull), US\$2,529m worth of soft drinks.

## INDUSTRY STRUCTURE & TRENDS

Since 2000, New Zealand has experience an explosion in new beverage firm formation. A combination of (1) a move by consumers away from “mainstream brands”, (2) the ongoing emergence of new products (e.g. kombucha) and (3) the growth of cafes and other foodservice channels combined to make an environment conducive to new firm formation. This situation is ongoing and a huge range of innovative new beverage firms continues to be launched.

Beyond new firm formation, a wide range of industry trends are visible:

- New Zealand growers are adding value

by moving into juices (e.g. Eden Orchards – cherry juice, Mill Orchard – juice range)

- New Zealand traditional syrup/cordial firms are extending their brands and ranges into ready-to-drink (RTD) (e.g. Addmore Elderflower Cordial extended into an RTD)
- New products are being created around product innovation (e.g. Arepa Nootropic, Brain Drink)
- New Zealand producers are differentiating themselves by using unique local botanicals, particularly horopito and kawakawa (e.g. Taha Kawakawa soda)
- New Zealand firms are increasingly conscious about their packaging and packaging footprint (e.g. For the Better Good, with plant-based bottles)
- New Zealand beverage firms are collaborating with each other (e.g. Batchwell kombucha and Kokako coffee, Denzien Gin and No Ugly kombucha)

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# EXECUTIVE SUMMARY 04

The beverage industry has a constant stream of new product categories that emerge across the Anglo-European world. In the past energy drinks and sports drinks emerged. More recently we have seen tumeric shots, kefir water and switchel. What will be next? Tepache? Boza? Chicha? or Mageu?

Despite a reputation for innovation, New Zealand typically lags in adoption of beverage trends. In this environment, many firms attempt to be “fast followers”, with varying levels of success.

Beverage firms go through a typical pattern of growth. The history of well known firms like Charlies, Phoenix and Fresh-Up show this pattern emerge. It is easy to be a small beverage company but is capital intensive to grow. Larger beverage firms ultimately end up offering a full range of beverages across all categories and segments to leverage scale.

All four major New Zealand non-alcoholic beverage firms (CCA, Suntory/Frucor,

Asahi/Better Drinks and Kirin/Lion Beverages) are moving towards competing across all categories.

## CREATING VALUE FROM RAW MATERIALS

Non-alcoholic beverages is a great category for New Zealand. It transforms high quality New Zealand raw materials into value added consumer products. By doing so, the New Zealand beverage industry creates jobs and export revenue.

The industry has a bright future and a wide range of peer group countries show it can grow five, ten or twenty times larger than it is today.

To achieve this potential, the industry will need to continue to deliver innovative, high quality products to consumers worldwide through investment in products, production and people.

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# New Zealand's success in non-alcoholic beverages has three key drivers



## STRONG COUNTRY IMAGE

Comparable to Switzerland

- "Brand NZ" is strong with clear iconic imagery
- On par with or exceeding Australia, France, Switzerland, the USA and Germany
- Recognised and valued by target consumers
- Unique to NZ plants and flavours
- Secure production in an isolated location protected by natural barriers



## EFFICIENT PEOPLE & SYSTEMS

Trusted by consumers

- Long history of fruit growing and breeding
- Long history of export beverage production
- High levels of product innovation
- Historical domestic focus; now pivoting to export
- Large pool of skilled technical people
- Strong systems and support networks



## LOCATION & MARKETS

High share in key products

- Free trade agreement with Australia (CER)
- Close proximity to Australia and Asia
- Excellent market access across Asia
- NZ was the first developed country to sign a free trade deal with China (2008)

# *New Zealand can continue to succeed in beverages with innovation and sales-and-marketing execution*

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Abundant supply of sugar (NZ Sugar) and numerous unique raw materials as ingredients; ready access to global flavours and ingredients</li> <li>- Largest global exporter of dairy ingredients</li> <li>- Known and trusted supplier of safe and secure ingredients and products to most major global food &amp; beverage multinationals</li> <li>- Robust regulatory system ensures food produced is safe and suitable</li> <li>- Lower cost structure than Australia or the United States</li> <li>- Low/no corruption, rule of law, efficient court system</li> <li>- Welcoming of foreign investment, particularly greenfields value-added processing</li> <li>- Strong local manufacturing/process technology skills</li> <li>- Customer/consumer awareness, particularly in Asia, of New Zealand as a source of quality, wholesome foods</li> <li>- International surveys highlight high levels of innovation and entrepreneurship</li> <li>- Close proximity to fast growing Asian markets</li> </ul>	<ul style="list-style-type: none"> <li>- Small size of domestic market</li> <li>- Distance to major high value markets (e.g. relative to Ireland and the UK)</li> <li>- Limited pool of domestic or resident capital</li> <li>- Small domestic private equity sector</li> <li>- No rich food and beverage cultural heritage or tradition to draw from for new product development (vs. France or Italy)</li> <li>- Need to import tropical ingredients (i.e. mango); similar to other major producers</li> <li>- Exchange rate variability</li> </ul>
OPPORTUNITIES	ISSUES/THREATS/RISKS
<ul style="list-style-type: none"> <li>- Growth of Asian middle class; increasing wealth in Asia</li> <li>- Changing global weather patterns (also a threat)</li> <li>- Rich countries of Europe pricing themselves “out of the game”</li> <li>- Large and growing demand for products with soft characteristics (e.g. sustainable)</li> <li>- A number of alternative channels for beverages</li> <li>- Leverage success of New Zealand food industry; build on awareness of New Zealand in beverages</li> <li>- Growth of busy lifestyles and convenience foods and beverages</li> <li>- Medium-sized NZ firms collaborating on marketing and sales in new markets</li> </ul>	<ul style="list-style-type: none"> <li>- Competitors with lower costs and greater economies of scale</li> <li>- Continued consolidation of global multinationals leading to hollowing out their local offices (both a big challenge and a huge opportunity)</li> <li>- The boom/bust economic cycle expresses itself in China</li> <li>- Global pandemic threatens channels and markets</li> </ul>

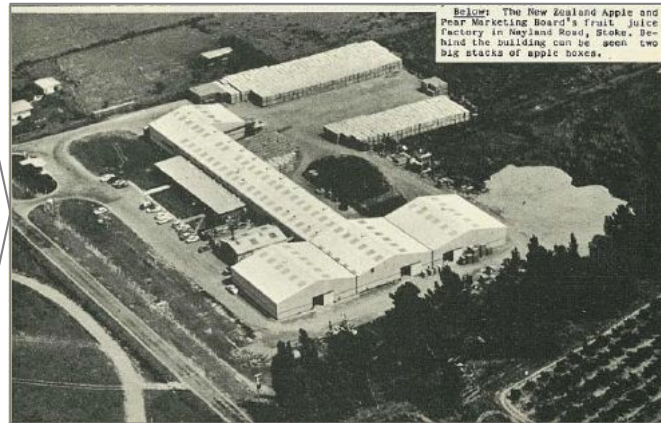
# New Zealand has a long history in non-alcoholic beverages across three broad eras of development



PIONEER ERA (1860's-1930's)

## Creating

- Range of aerated water and cordial firms founded across New Zealand, including...
  - Wai Wai Mineral Water Co.
  - Foley's / F.P. Foley
  - Moffett & Co.
  - Grey & Menzies
  - McPherson's
  - Paeroa Natural Mineral Water
  - William Barnard & Sons
  - Kia Ora Mineral Water
- Firms were small and primarily targeting the domestic market
- Cordials, ginger beer & aerated water dominate



PRODUCTION ERA (1930's-1990's)

## Seeking Scale

- Multiple rounds of takeovers and mergers
- Global multinationals arrive and build or acquire and invest in New Zealand beverage firms
  - Schweppes
  - Coca-Cola
  - PepsiCo
- Significant investment in new factories and factory upgrades; primarily focused on scale production
- New Zealand Apple & Pear Marketing Board (ENZA) manufacturers juice and beverages
- Soft drinks and juices dominate

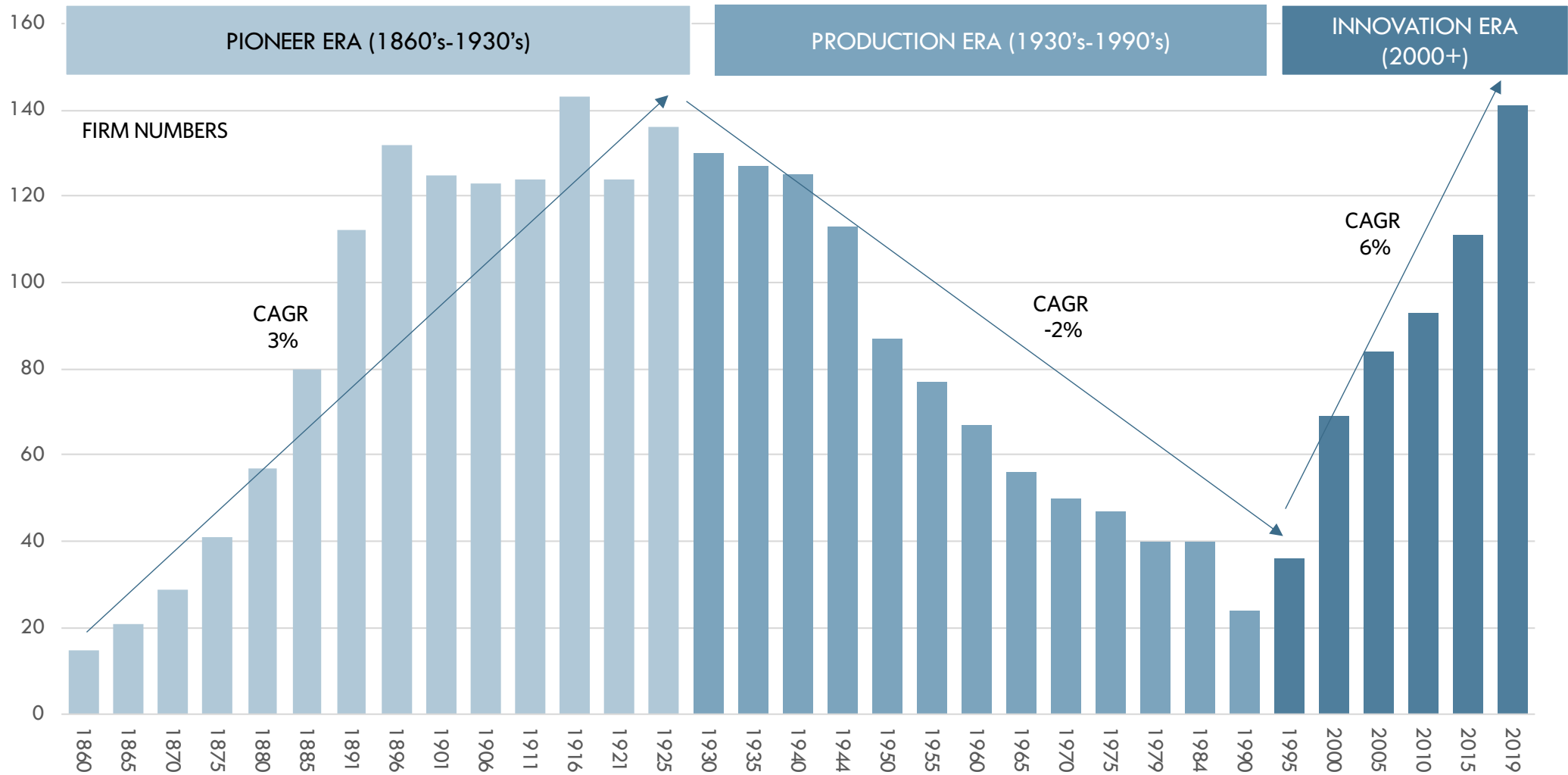


INNOVATION ERA (2000's+)

## Innovating

- Spread of premium, authentic production concepts and systems from wine to beer to coffee to non-alcoholic beverages
- New generation of innovators attracted to industry bringing new sensibilities
- New processes and technologies reduce scale requirements and barriers to entry
- Range of innovative new products launched
- Embracing iconic New Zealand flavours and values
- Diverse range of non-alcoholic beverages produced

# The New Zealand non-alcoholic-beverages industry is again creating new firms



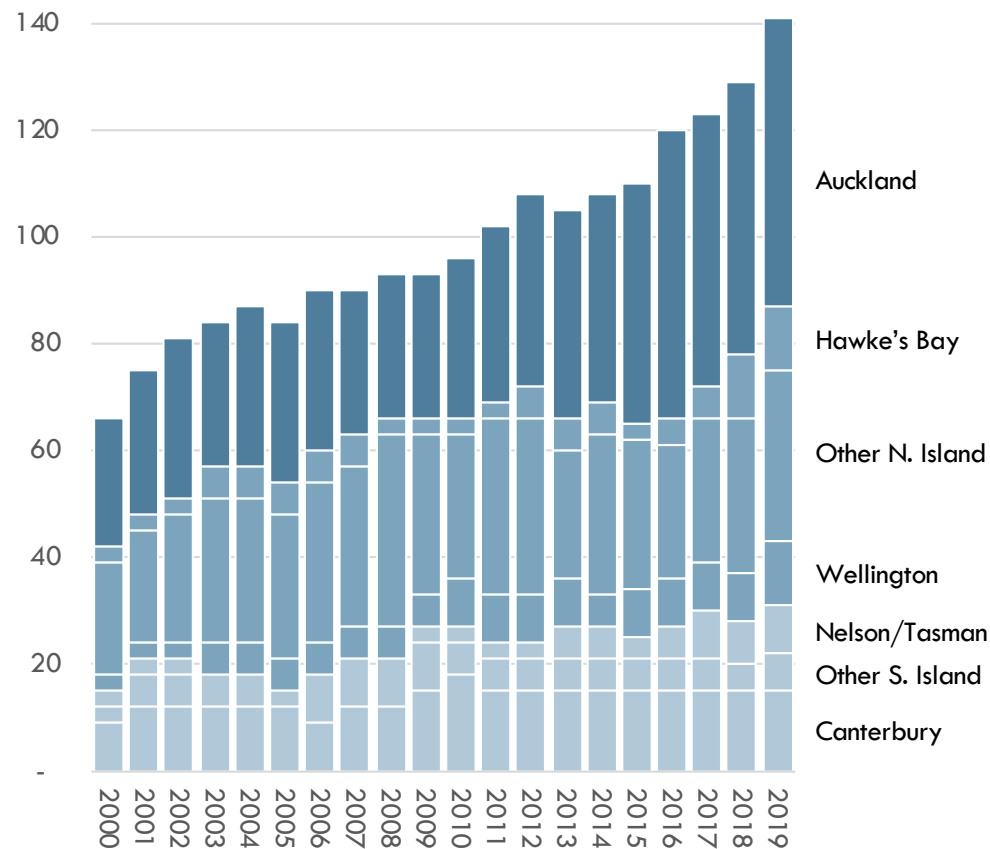
CAGR Compound Annual Growth Rate; data is year given or nearest census; Source: Department of Statistics; Statistics NZ; Coriolis analysis and modelling



# The industry is spread across the country, with long term growth occurring across most regions

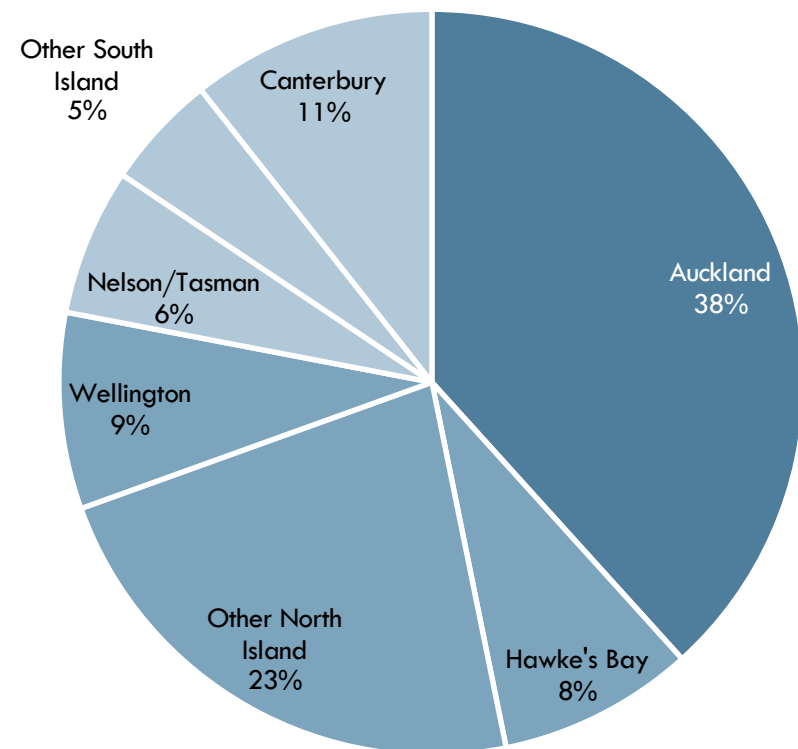
## # OF MANUFACTURERS BY REGION

Operating units; 2000-2019

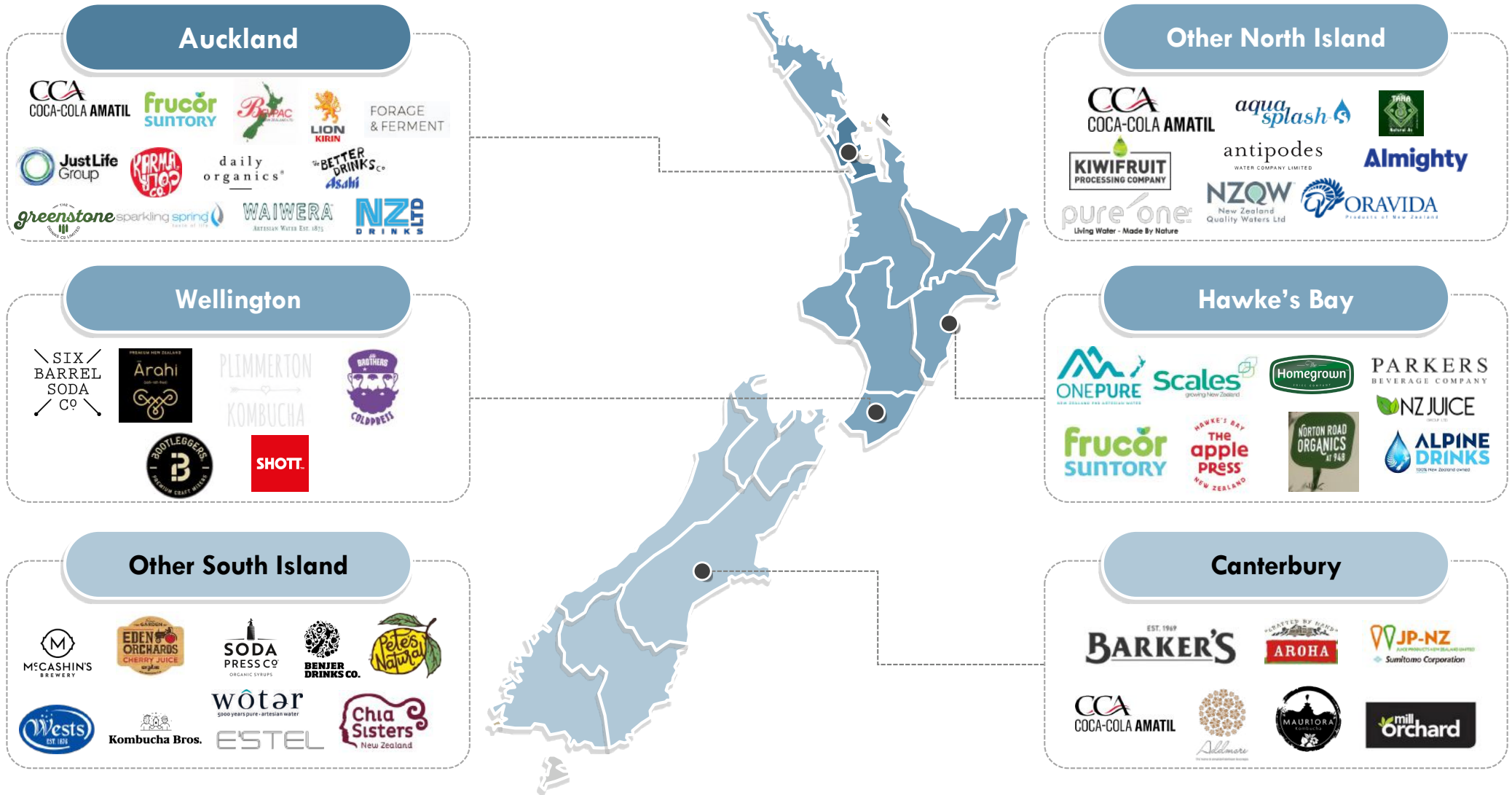


## # OF MANUFACTURERS BY REGION

Operating units; 2019



# New Zealand has beverage companies across all regions

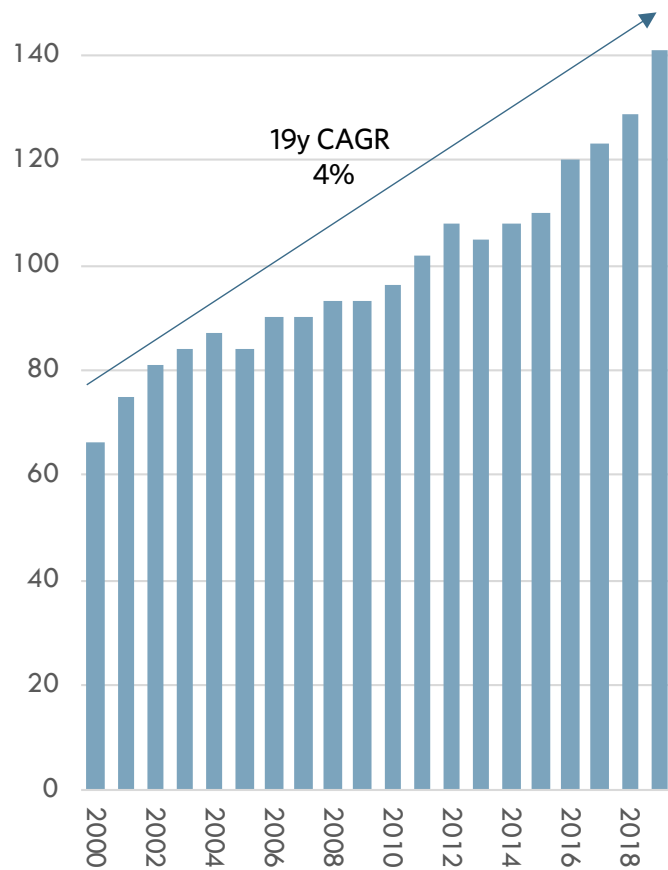


NOTE: Select firms only

# The New Zealand non-alcoholic beverage industry is growing both unit numbers and total employment, though with falling scale

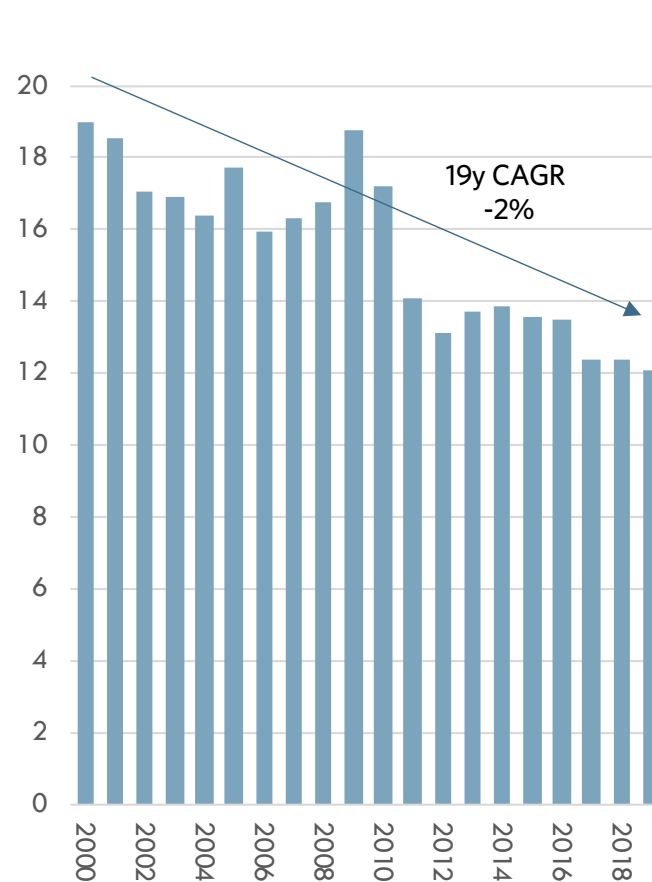
## # OF OPERATING UNITS

Actual; 2000-2019



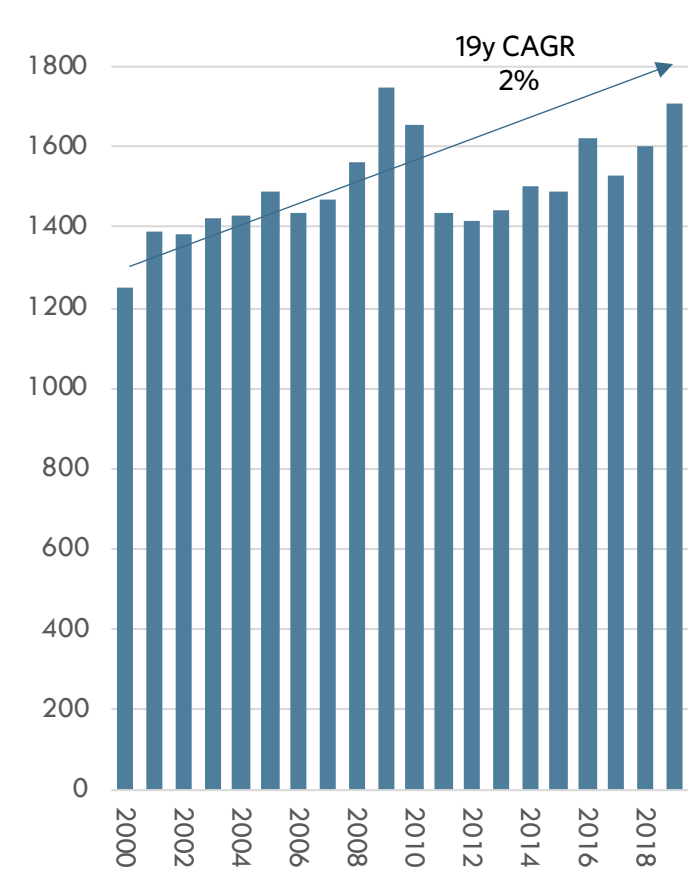
## AVERAGE EMPLOYEES/UNIT

Headcount/firm; 2000-2019



## INDUSTRY EMPLOYMENT

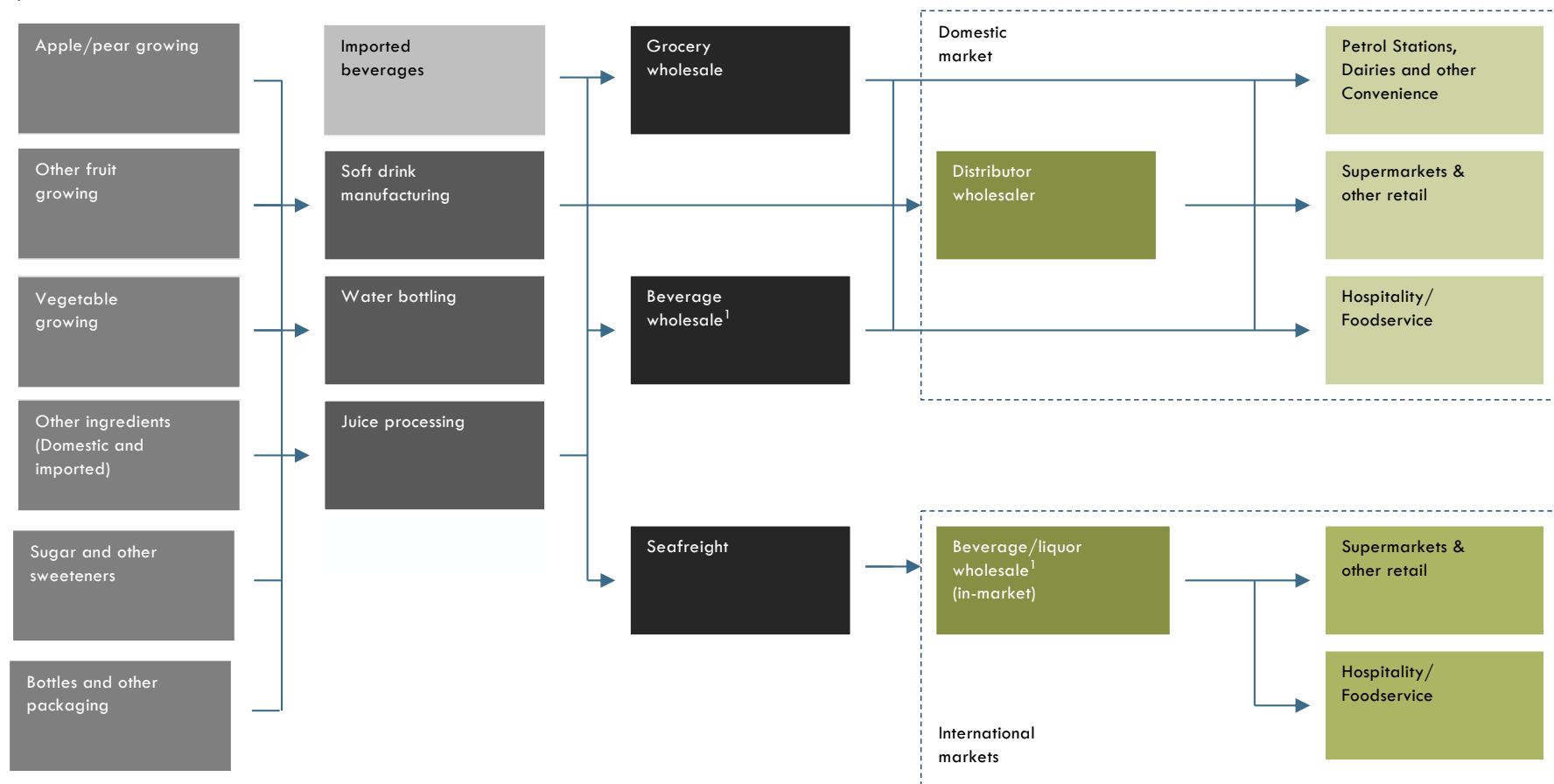
Headcount; 2000-2019



# The New Zealand beverage industry has a relatively straight forward supply chain that delivers to consumers worldwide

## NEW ZEALAND NON-ALCOHOLIC BEVERAGE SUPPLY CHAIN

Model; 2020

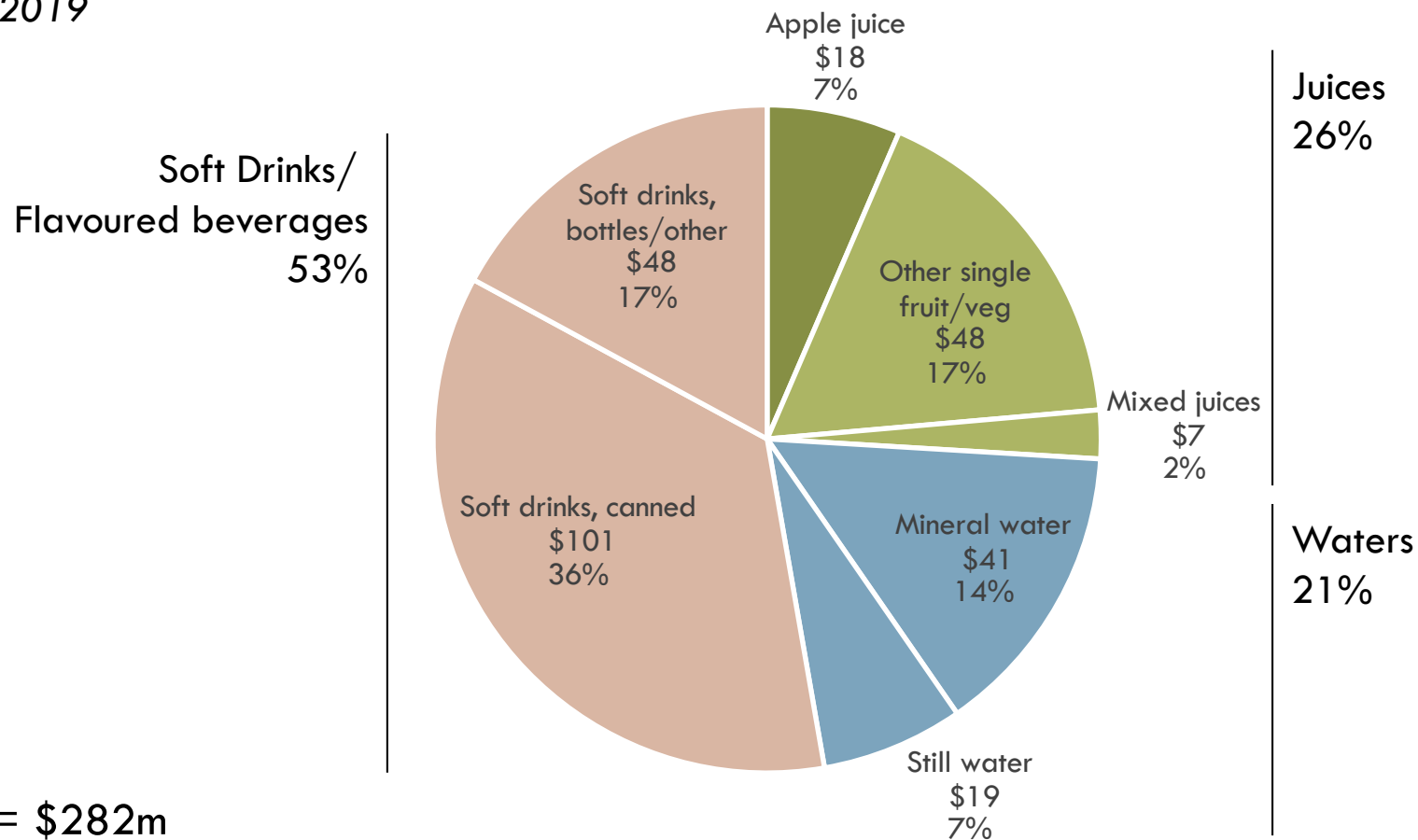


1. There may be one or more layers of wholesaling, depending on product or market; some wholesale functions may be captive inside manufacturer, retailers or foodservice operators; Source: Coriolis



# In 2019, New Zealand exported NZ\$282m worth of non-alcoholic beverages (NAB) across three broad categories

NEW ZEALAND NON-ALCOHOLIC BEVERAGE EXPORT VALUE BY TYPE/SUB-TYPE  
NZ\$; m; 2019

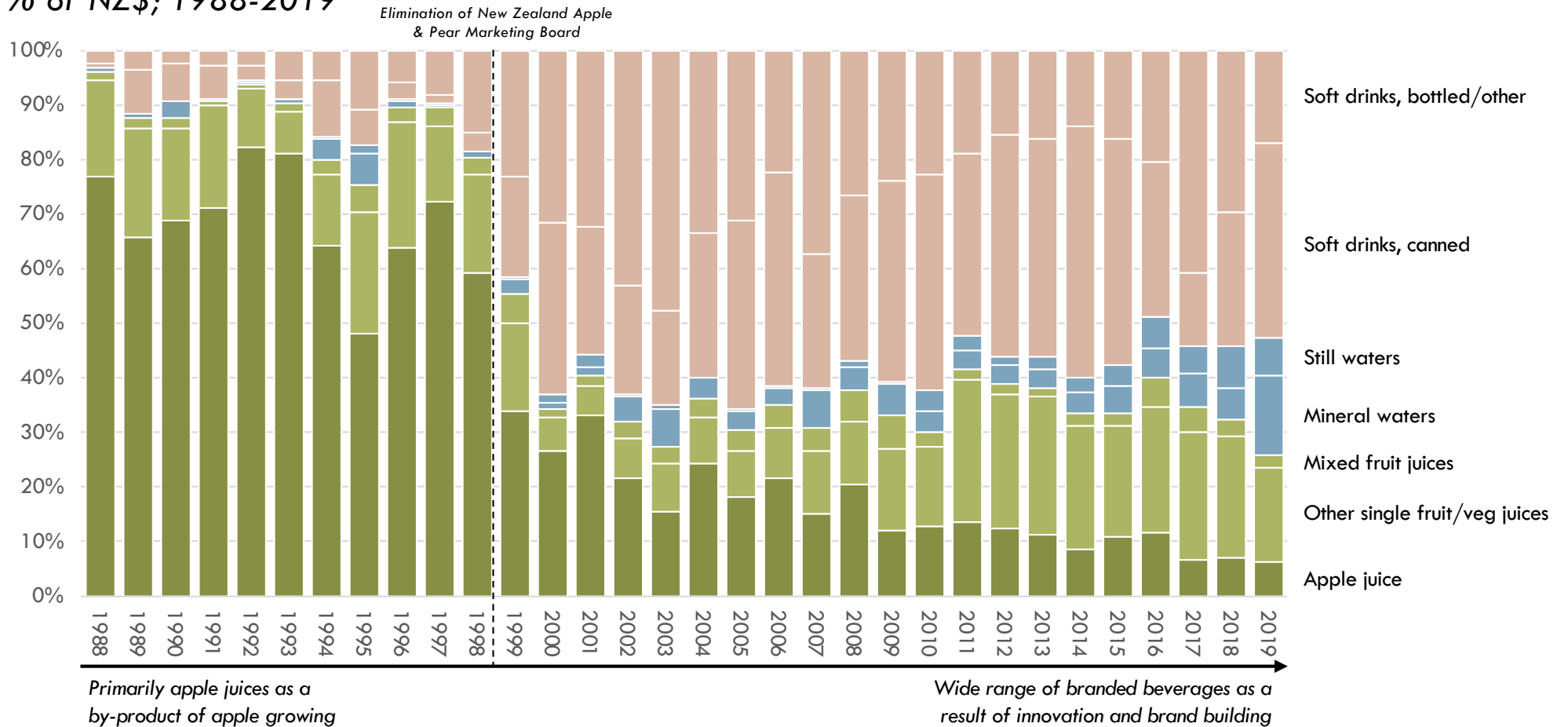


TOTAL = \$282m

# New Zealand's non-alcoholic beverages (NAB) export value mix has changed dramatically over the last twenty years

## SHARE OF NZ NON-ALCOHOLIC BEVERAGE EXPORT VALUE BY TYPE/SUB-TYPE

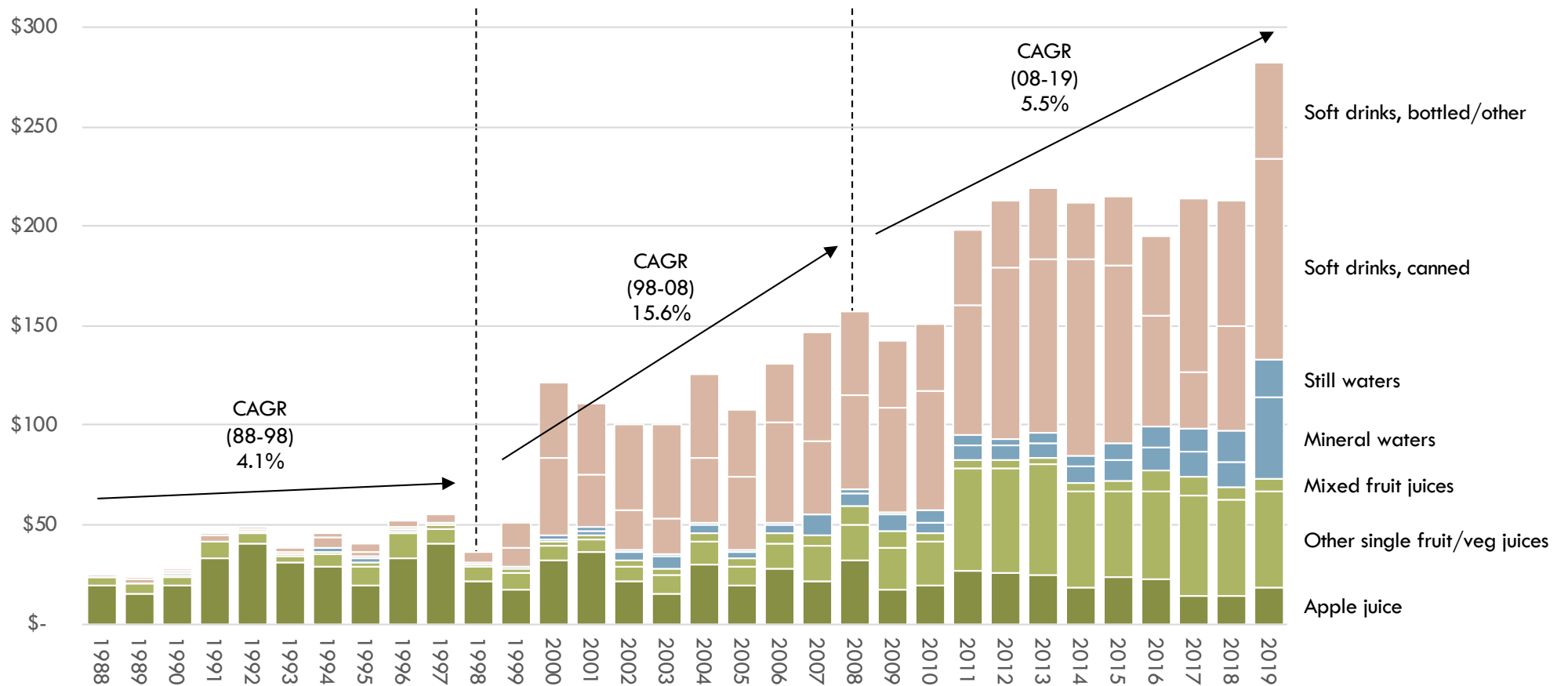
% of NZ\$; 1988-2019



# New Zealand's non-alcoholic beverages (NAB) export growth is being driven by soft drinks and waters

## NZ NON-ALCOHOLIC BEVERAGE EXPORT VALUE BY TYPE/SUB-TYPE

NZ\$; m; 1988-2019



# New Zealand non-alcoholic beverages exports can be segmented into three key markets, each with different strategic priorities

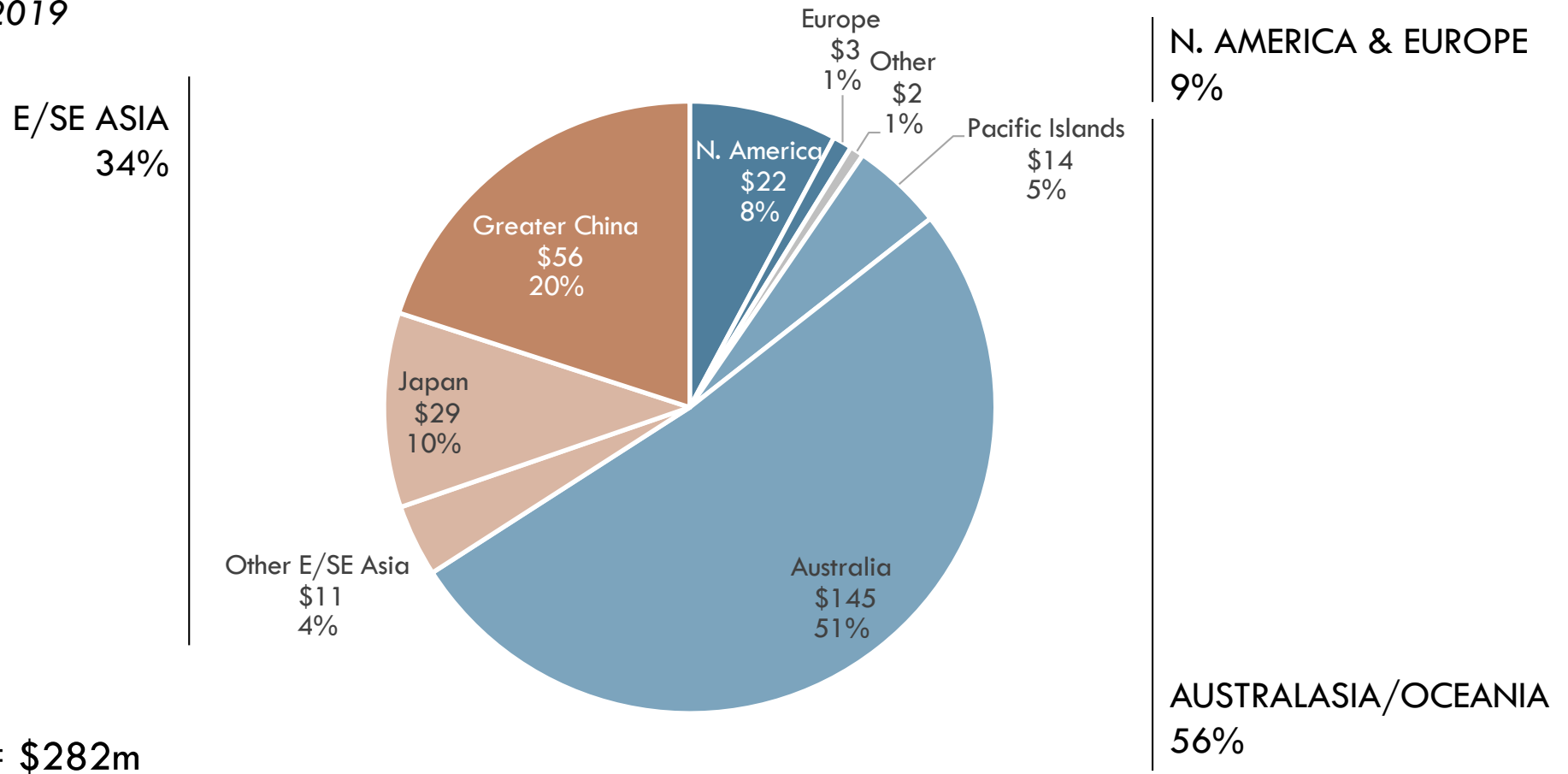


E/SE: East/South East; \*Free Trade Agreements; Source: photo credit (purchased from stock photo providers)

*In 2019, New Zealand's non-alcoholic beverages exports went predominantly to Australia (51%) and E/SE Asia (34%)*

## NEW ZEALAND NON-ALCOHOLIC BEVERAGE EXPORT VALUE BY DESTINATION

NZ\$; m; 2019

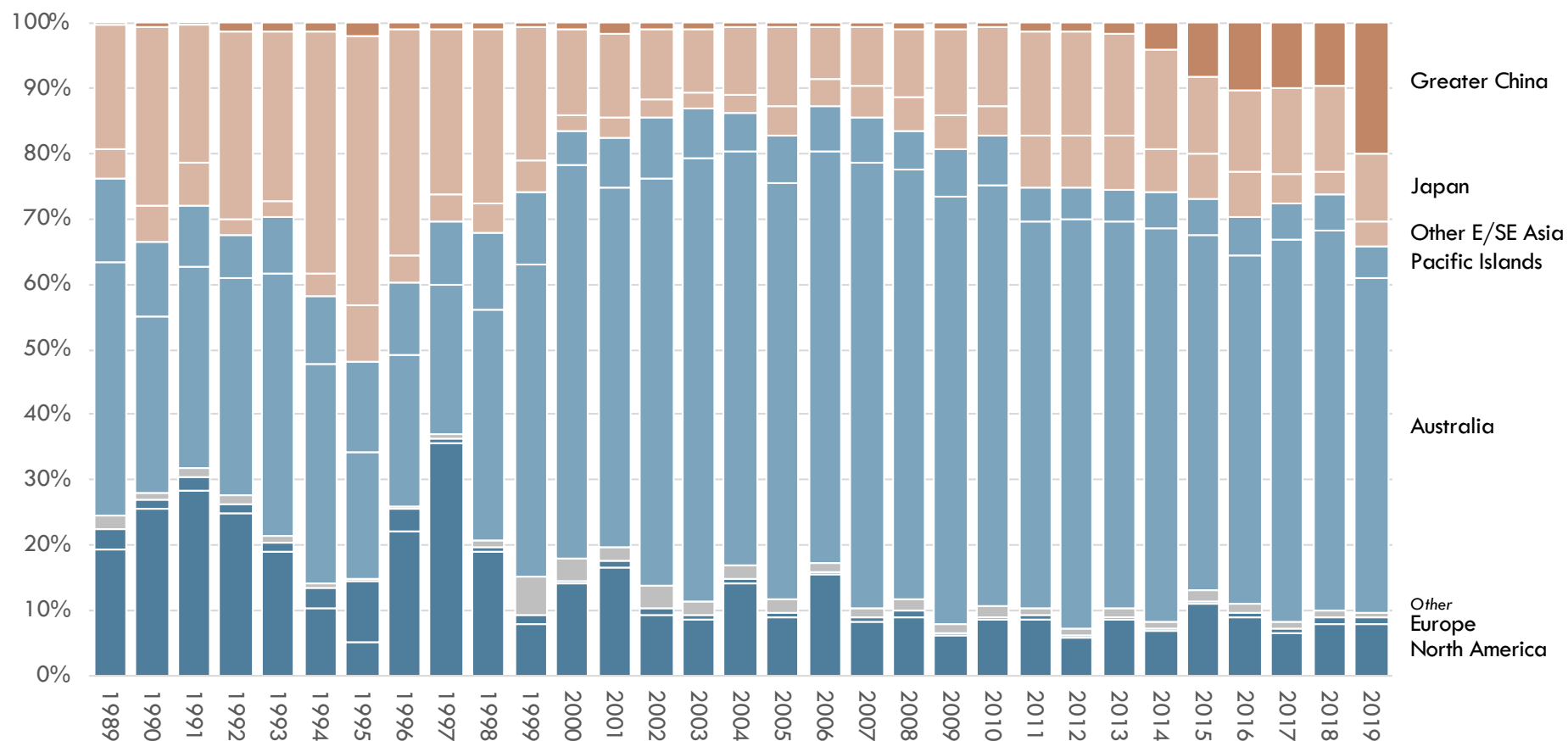




*New Zealand's NAB export market mix has stayed relatively constant, though China has been growing over the past six years*

## SHARE OF NZ NON-ALCOHOLIC BEVERAGE EXPORT VALUE BY DESTINATION

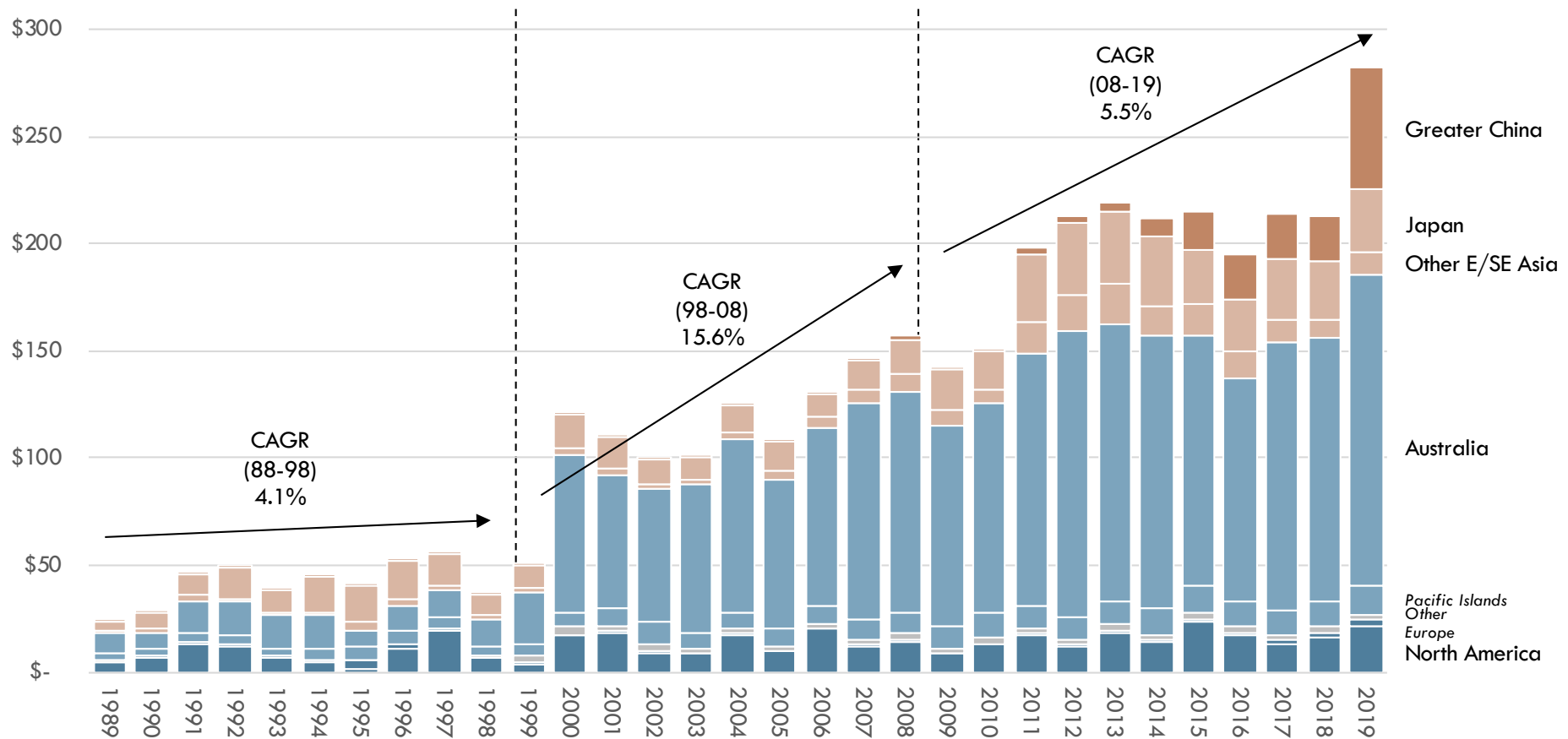
% of NZ\$; 1989-2019



# New Zealand's NAB export growth is currently being driven by Australia and China

## NZ NON-ALCOHOLIC BEVERAGE EXPORT VALUE BY DESTINATION

NZ\$; m; 1989-2019



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# New Zealand has a long history in fruit production



**PIONEER ERA**  
(Apples 1819-1947; Kiwifruit 1906-1976)

## Creating

- Apples and Pears first introduced to NZ in 1819 by Rev Samuel Marsden, who planted trees in Kerikeri, Bay of Islands. By 1835 the trees were flourishing, but yield was often poor due to diseases. 1899 the first trial shipment of apples and pears to the United Kingdom. The Orchard and Garden Pests Act passed in 1903 and the Diseases Act in 1908 led to increased production.
- Kiwifruit as a commercial crop were pioneered in New Zealand across the 20<sup>th</sup> Century. Key pioneer Hayward Wright developed the variety that now dominates global production.
- An extensive range of other new varieties were trialed and developed in New Zealand during this era.



**MARKETING BOARD**  
(Apples 1948-2001; Kiwifruit 1977-2000)

## Improving

- The apple industry was regulated by government under the Apple and Pear Marketing Act 1948, to create an orderly market and standardise product quality across processors. The Board acquired, exported and marketed New Zealand Pipfruit.
- In kiwifruit, an export marketing board was created in 1977; the organisation was restructured as Zespri in 2000.
- Formation of Hort Research by government (now Plant & Food Research).
- A number of other marketing boards existed, though most fruit and vegetables experience only limited market control.



**INNOVATION ERA**  
(Apples 2001+; kiwifruit=Zespri)

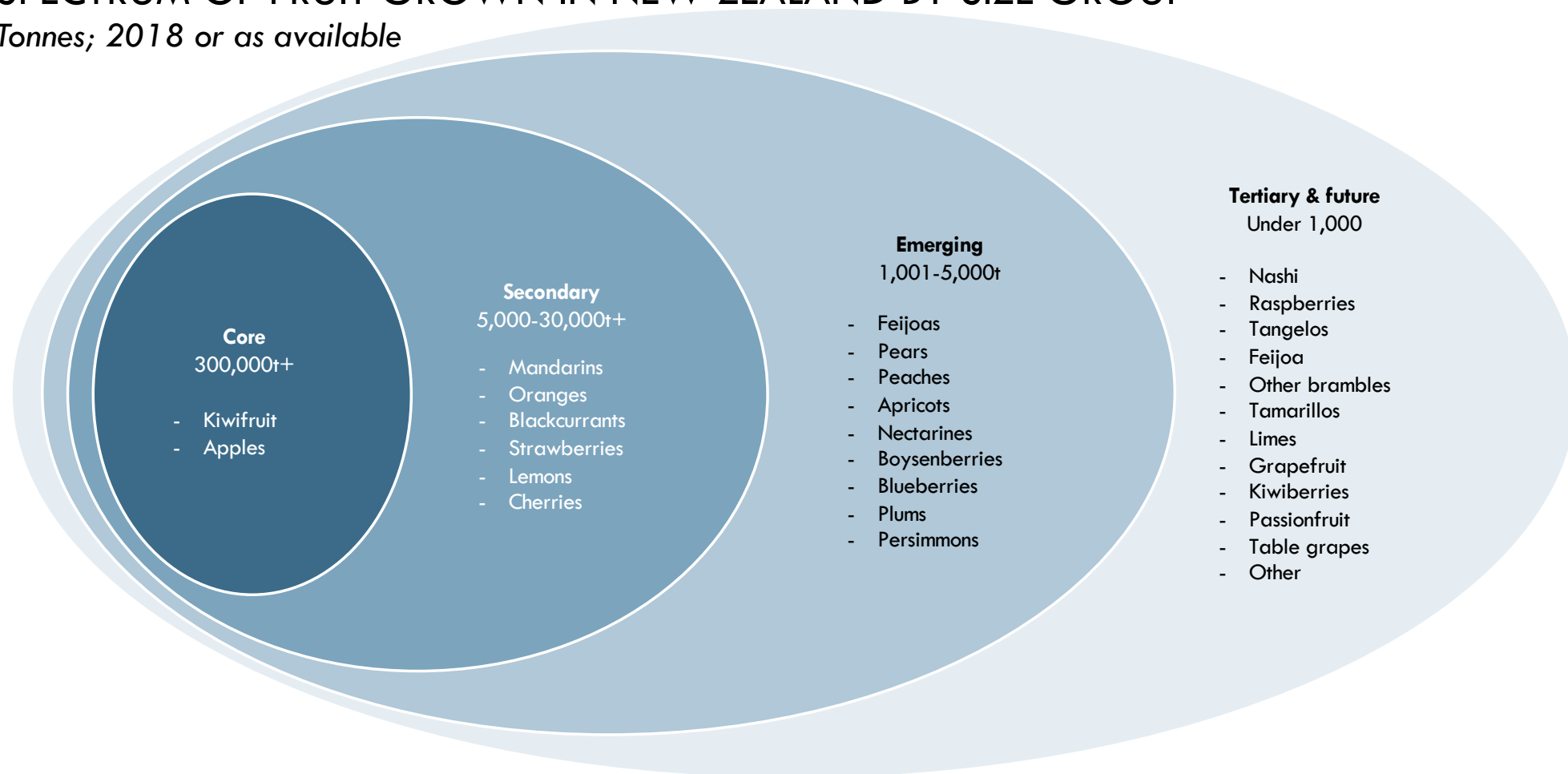
## Innovating

- Since 2001 individual growers have been able to export and market their own fruit (excluding kiwifruit).
- Ongoing fruit developed and bred at Plant and Food Research (9 new apple cultivars since 1990); commercialised through joint venture company Prevar.
- Global investors begin investing in New Zealand produce production and processing.
- Range of innovative new products launched (e.g. Rockit miniature apple).

# New Zealand produces a wide spectrum of fruit

## SPECTRUM OF FRUIT GROWN IN NEW ZEALAND BY SIZE GROUP

Tonnes; 2018 or as available





# *New Zealand has both pioneered numerous new fruit species and developed a wide range of new varieties*

## EXAMPLES OF FRUIT PIONEERED OR DEVELOPED IN NZ

*Select examples; 2020*

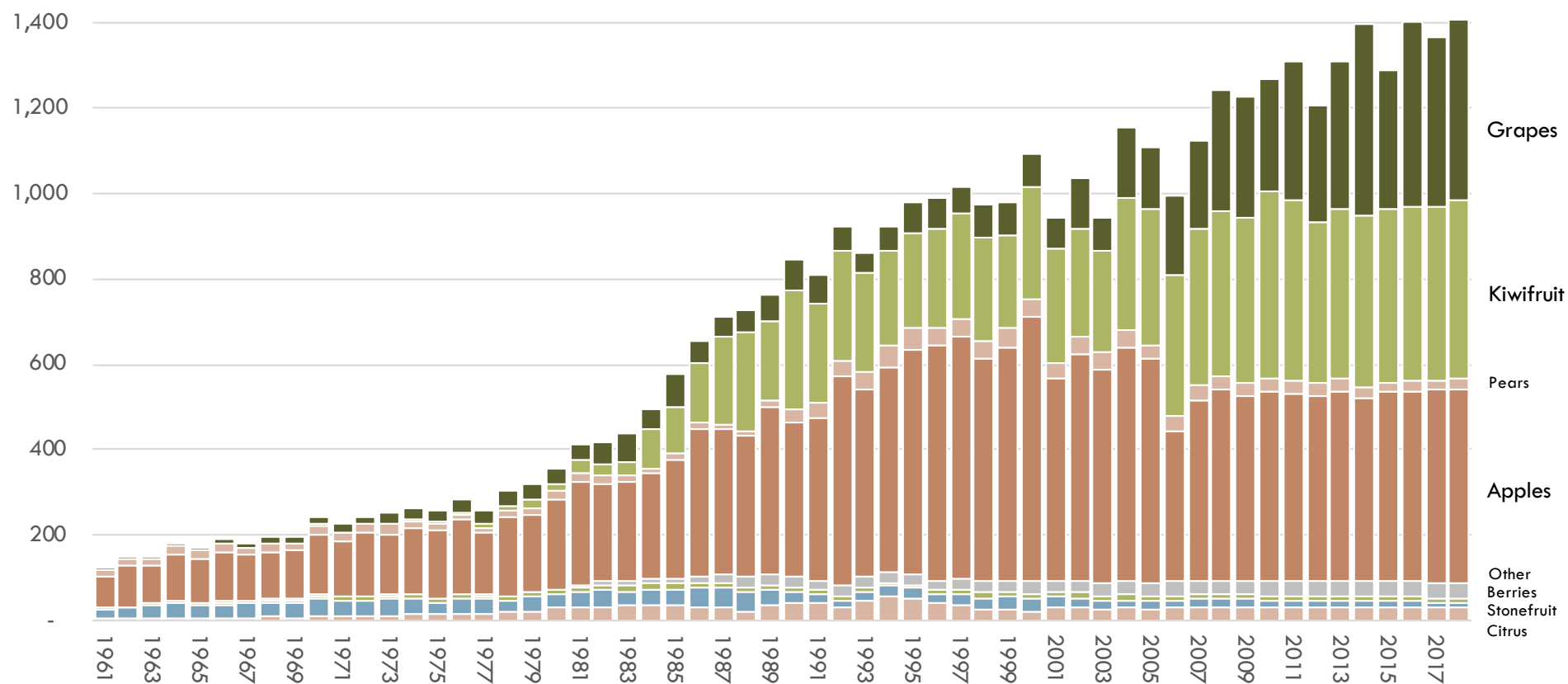
APPLES	KIWIFRUIT	OTHER FRUIT
Granny Smith* (major global)	Hayward (dominant global**)	Feijoa
Splendour	Bruno	Tamarillo
Gala	Alison	Passionfruit
Royal Gala (major global)	EnzaGreen	Kiwiberries
Braeburn (major global)	EnzaGold	Kiwano
Jazz	Zespri Gold	Blueberries (various cultivars)
Envy	Zespri Sungold	Blackcurrants (various cultivars)
Pacific Rose	Zespri SweetGreen	
Pacific Beauty	Zespri Red	
Pacific Queen	KiwiKiss	
Smitten		
Maxie		
Sweetie		

\* Appeared in Australia but was developed/improved in New Zealand; \*\* Outside China; Source: Coriolis analysis

# New Zealand has large and growing fruit production

## NEW ZEALAND FRUIT PRODUCTION

Tonnes; 000; 1961-2018



Note: this report does not classify avocados, hops, olives and melons as fruit; Source: MAF/MPI; UN FAO FAOSTAT database; Plant & Food Fresh Facts; Coriolis analysis

# New Zealand has a range of unique or signature ingredients and flavours suitable for use in beverages

**GREEN KIWIFRUIT**



**BLACKCURRANTS**



**NZ APPLE VARIETIES**



**MANUKA HONEY**



**GOLD KIWIFRUIT**



**FEIJOA**



**KAWAKAWA**



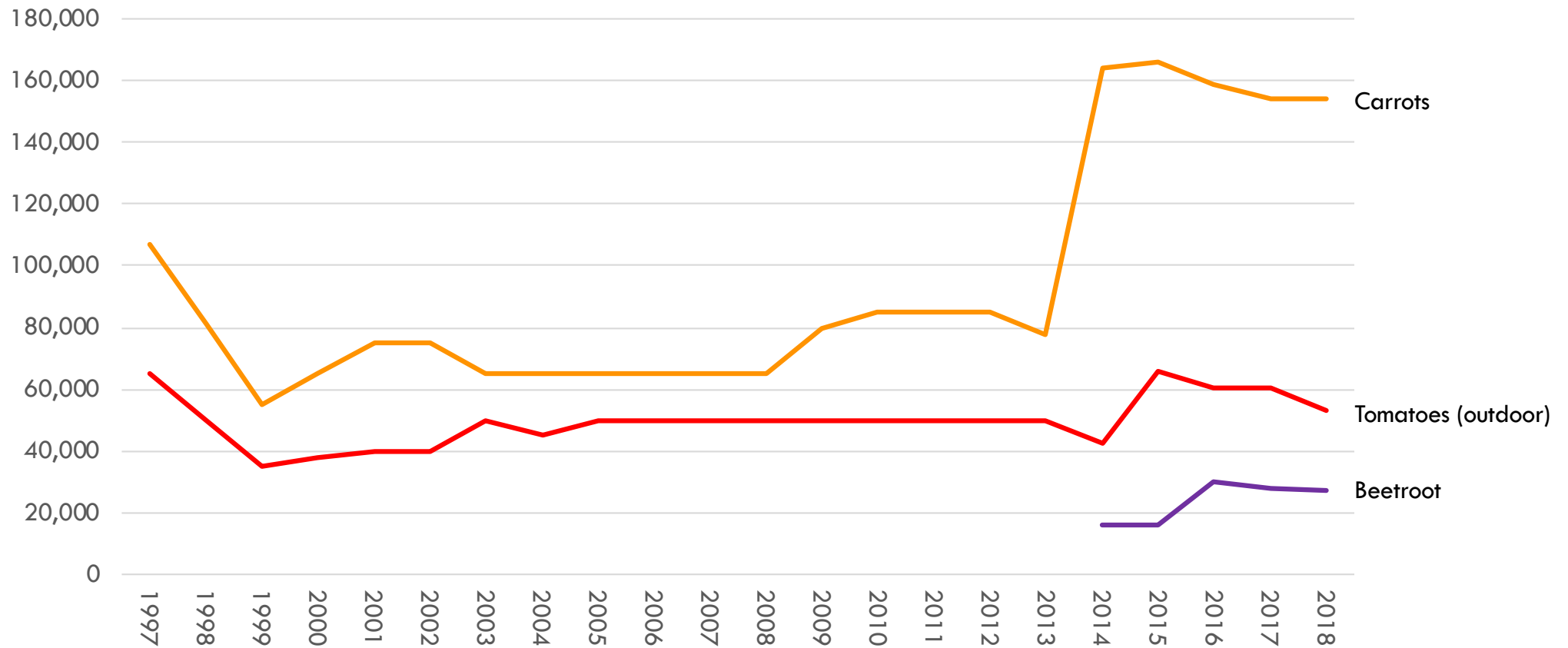
**OTHER**



# New Zealand also produces a range of vegetables regularly used in juices

## NEW ZEALAND PRODUCTION OF SELECT VEGETABLES USED IN JUICE

Tonnes; 1997-2018



# New Zealand firms produce a wide range of everyday juices

## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis



# New Zealand firms produce a wide range of premium juices

## SELECT EXAMPLES

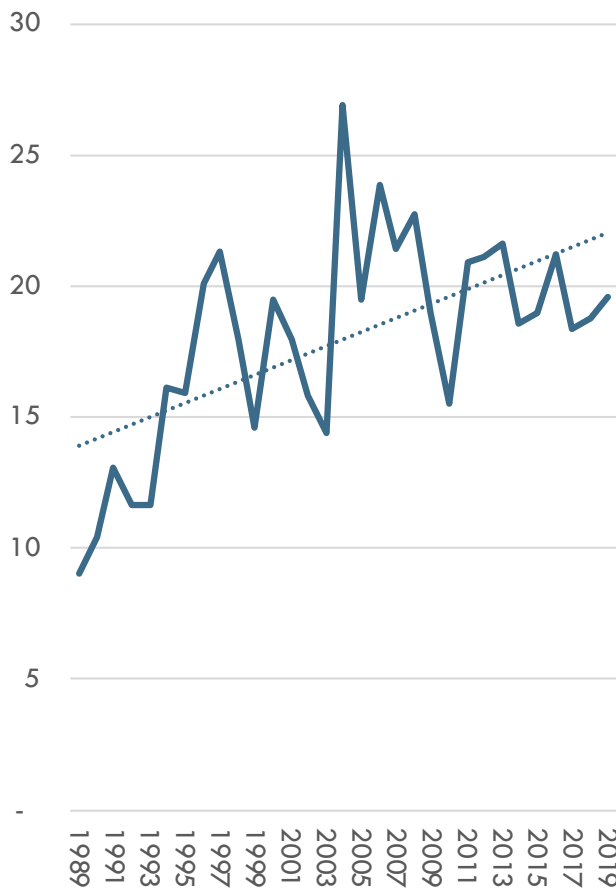


Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# New Zealand juice exports are achieving relatively stable volumes (20m litres/year) and long term price growth

## JUICE EXPORT VOLUME

Litres; m; 1989-2019



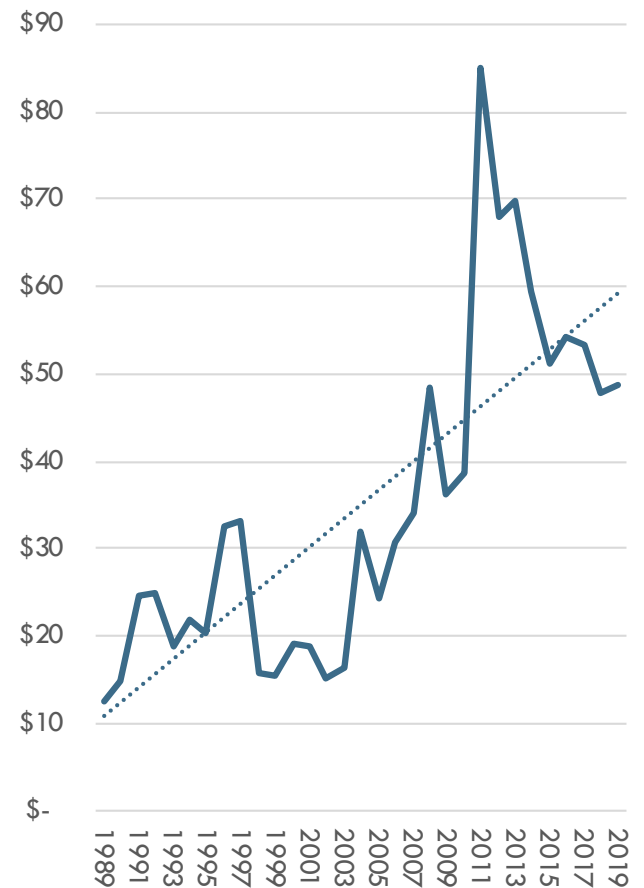
## AVERAGE EXPORT PRICE

US\$/litre; 1989-2019



## JUICE EXPORT VALUE

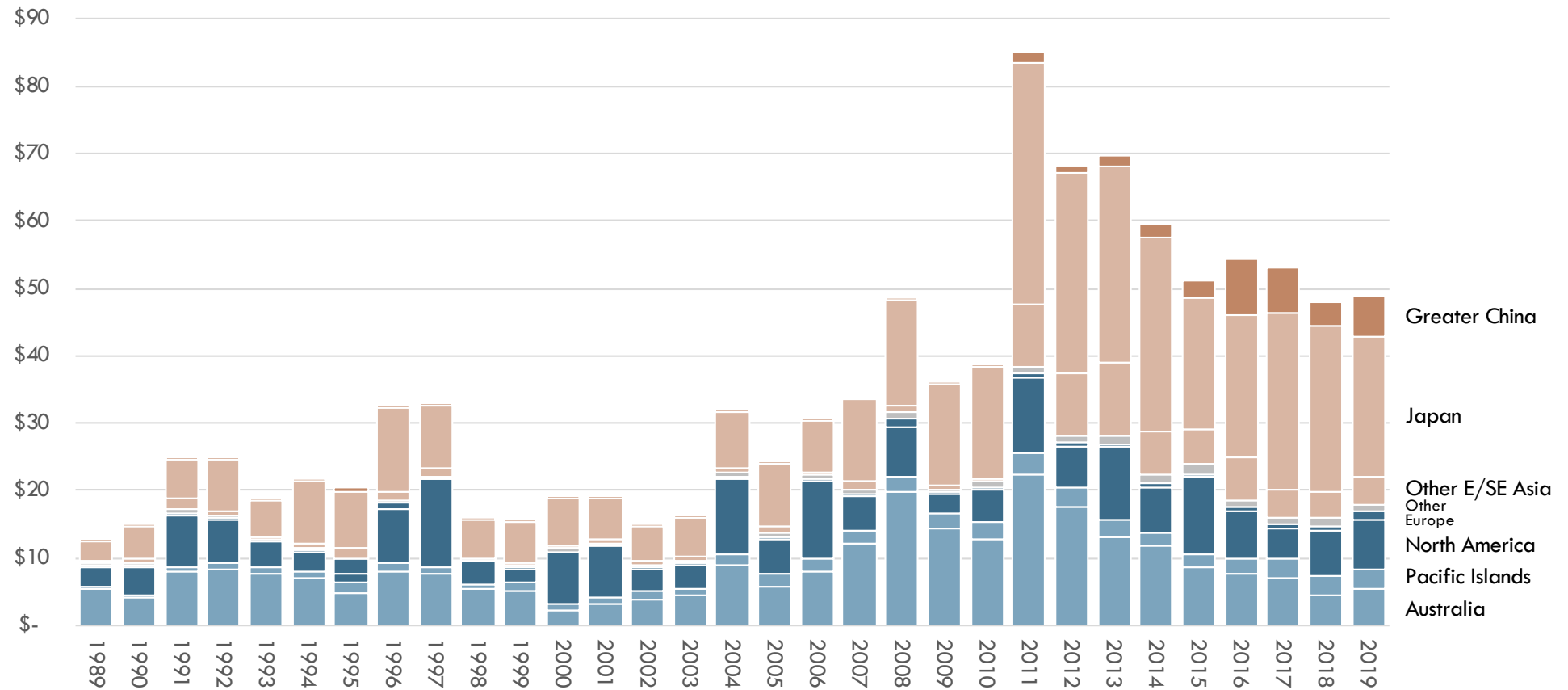
US\$; m; 1989-2019



# New Zealand juice exports are shifting focus from Anglo-European regions to Asian markets

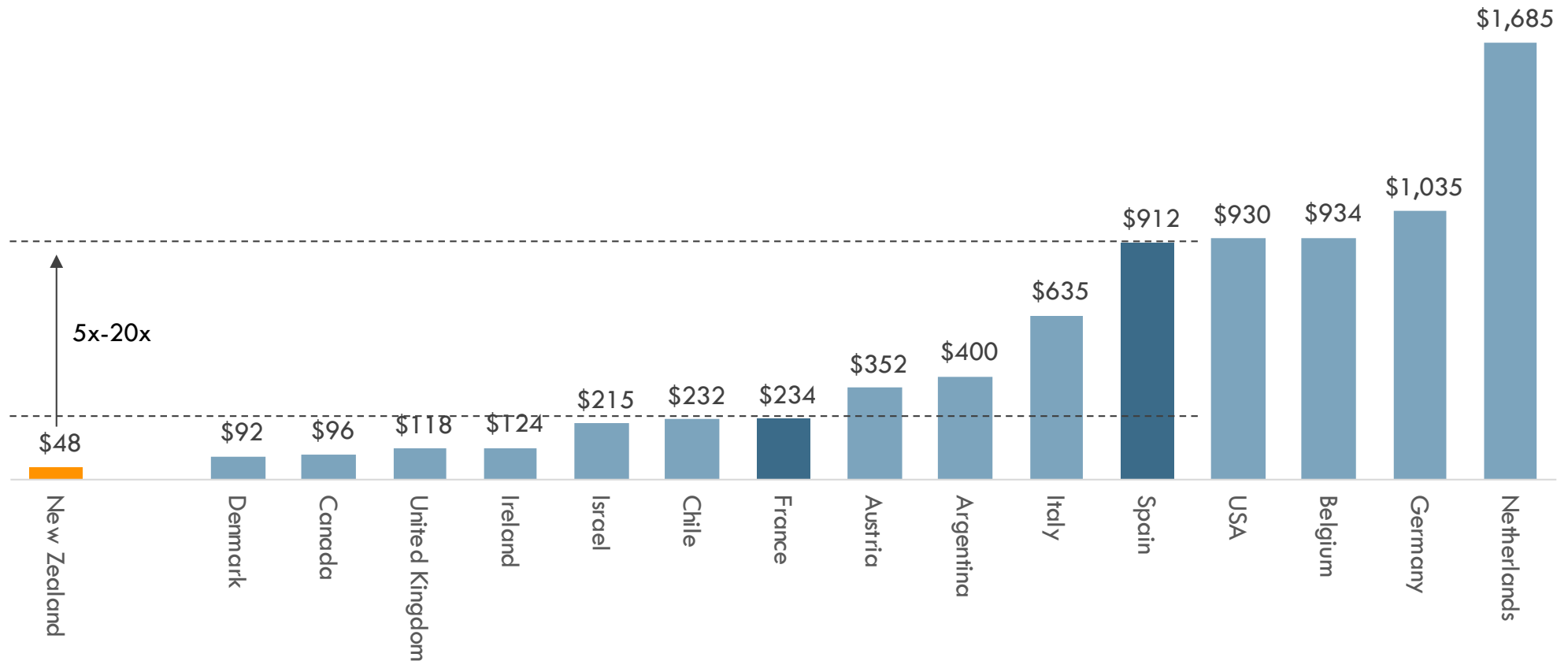
## NEW ZEALAND JUICE EXPORT VALUE BY DESTINATION

US\$; m; 1989-2019



# Temperate climate Anglo-European peers suggest that New Zealand could export five to twenty times more juice

JUICE EXPORT VALUE: NEW ZEALAND VS. SELECT CULTURAL/CLIMATIC PEERS  
US\$; m; 2018



Note: uses 2018 as 2019 data not yet available at source for all countries listed; Source: UN Comtrade; Coriolis classification and analysis

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“New Zealand is singularly rich in springs of water that hold mineral salts in solution, and these are already noted for their valuable medicinal properties. Some of the acid baths of greatest repute, such as the “Priest's” Bath, at Rotorua, have nothing equal to them in use in any part of the world.

Both hot and cold springs are found, the former being, with few exceptions, confined to the districts of the North Island where volcanic forces have been active since the last Tertiary period, and are not yet altogether dormant. A few thermal springs are found to escape from the Upper Mesozoic rocks, in localities where the source of heat can only be attributed to chemical decomposition of bituminous matters and sulphides; and in a few instances warm waters spring from Paláozoic rock-formations in the Middle Island. The cold mineral springs have a wider distribution, but have only as yet been examined from comparatively few localities.”

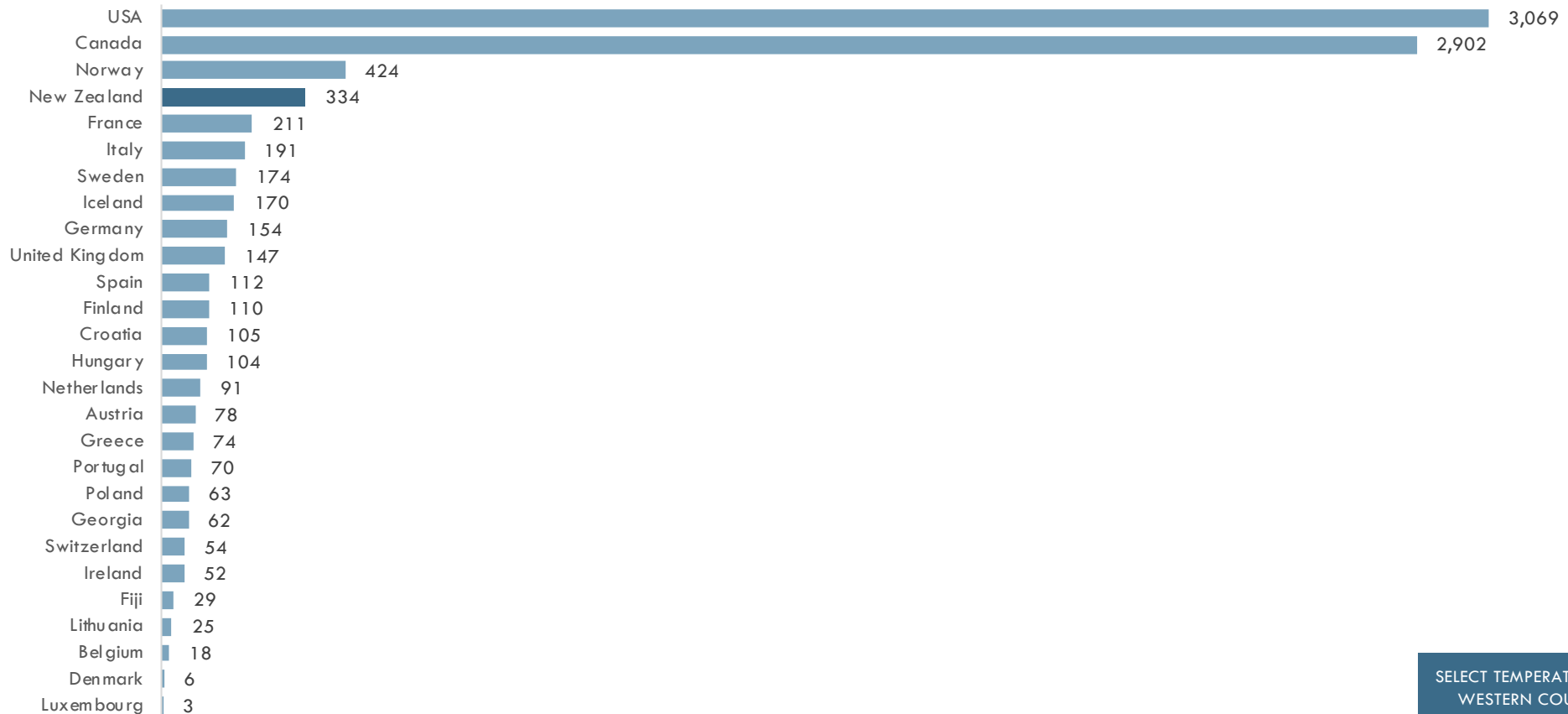
**Sir James Hector, K.C.M.G., M.D.**

The Mineral Waters Of New Zealand

The New Zealand Official Yearbook  
1893

# *New Zealand has an abundant supply of quality natural water*

## TOTAL RENEWABLE WATER RESOURCES (RWR): NEW ZEALAND AND SELECT PEERS *Cubic kilometres; 2011*

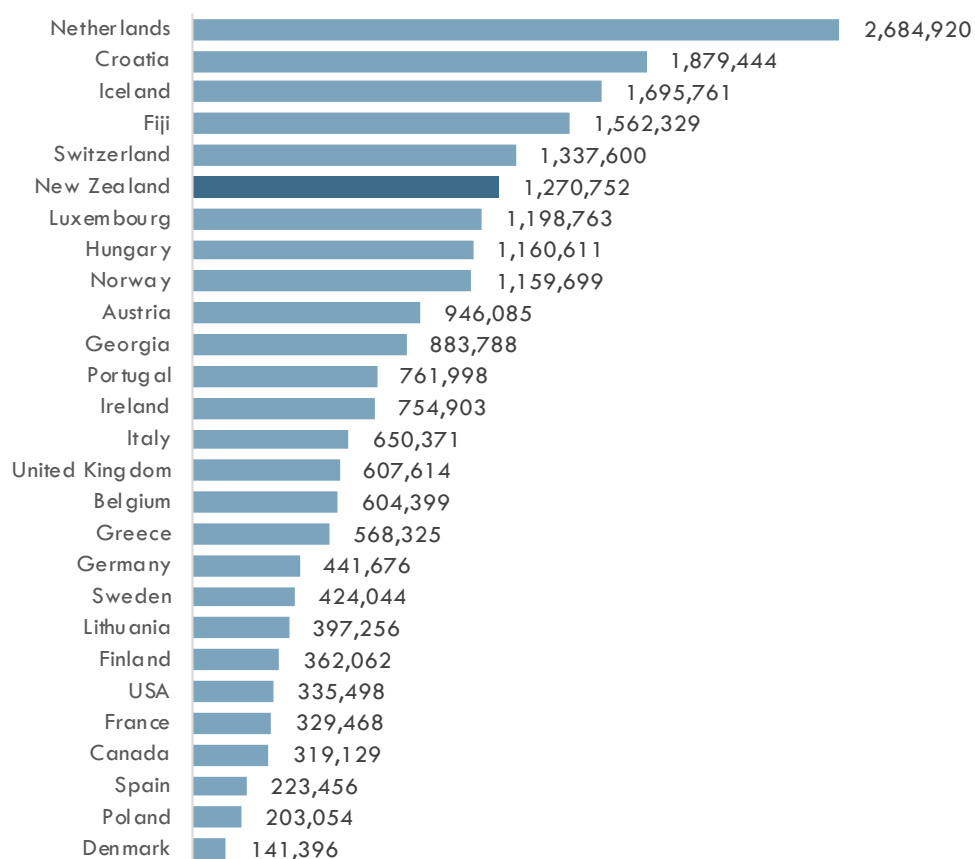


SELECT TEMPERATE CLIMATE  
WESTERN COUNTRIES

# *New Zealand has a large renewable water resource (RWR) both on an area basis and on a per capita basis*

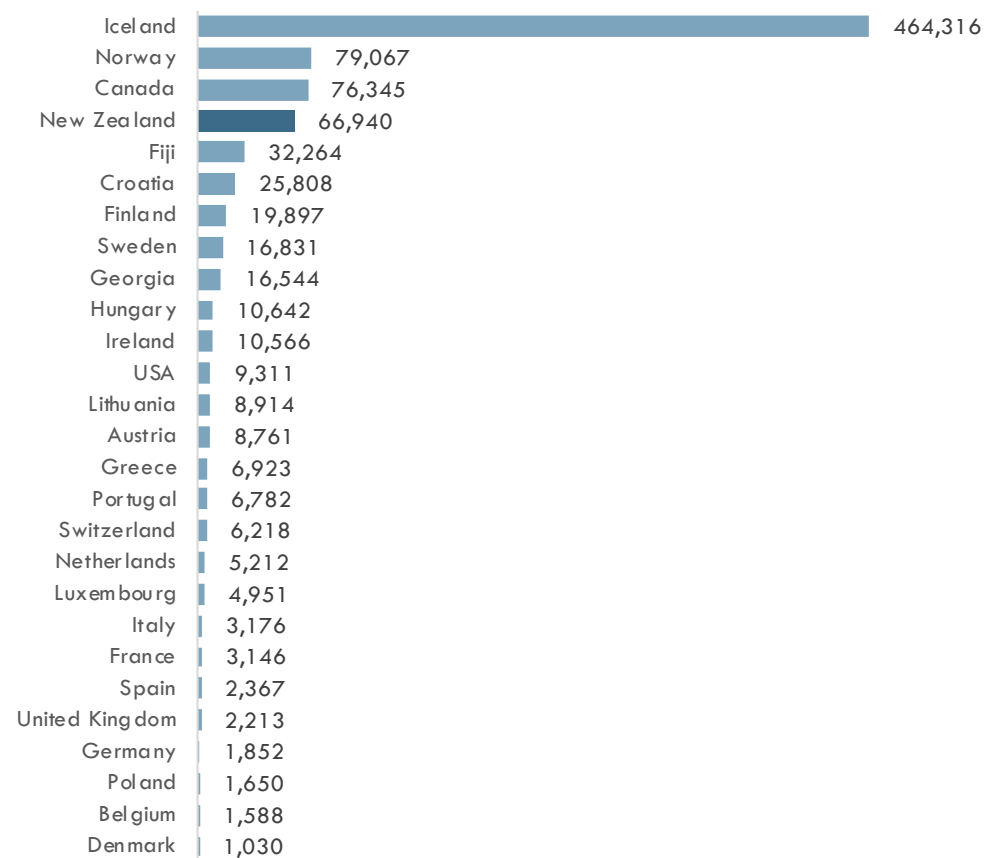
## RWR PER SQUARE KILOMETRE

*Cubic metres per square kilometre; 2011*



## RWR PER RESIDENT PERSON

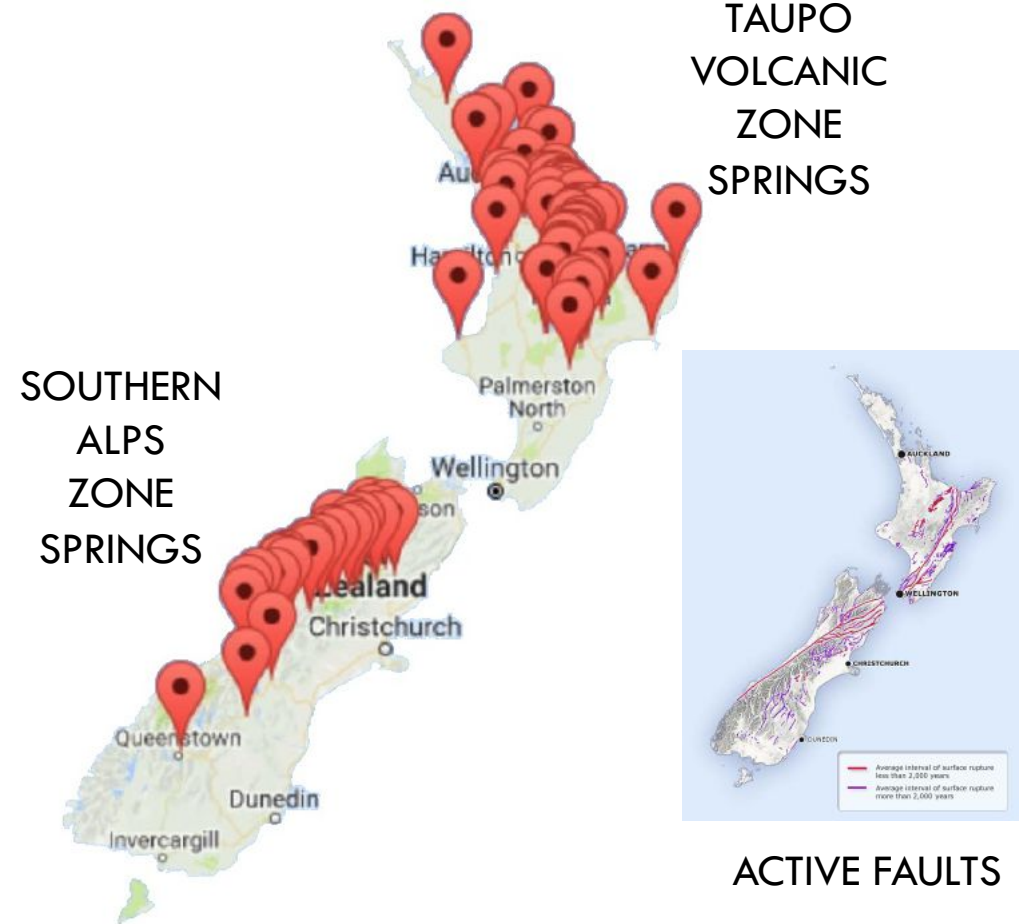
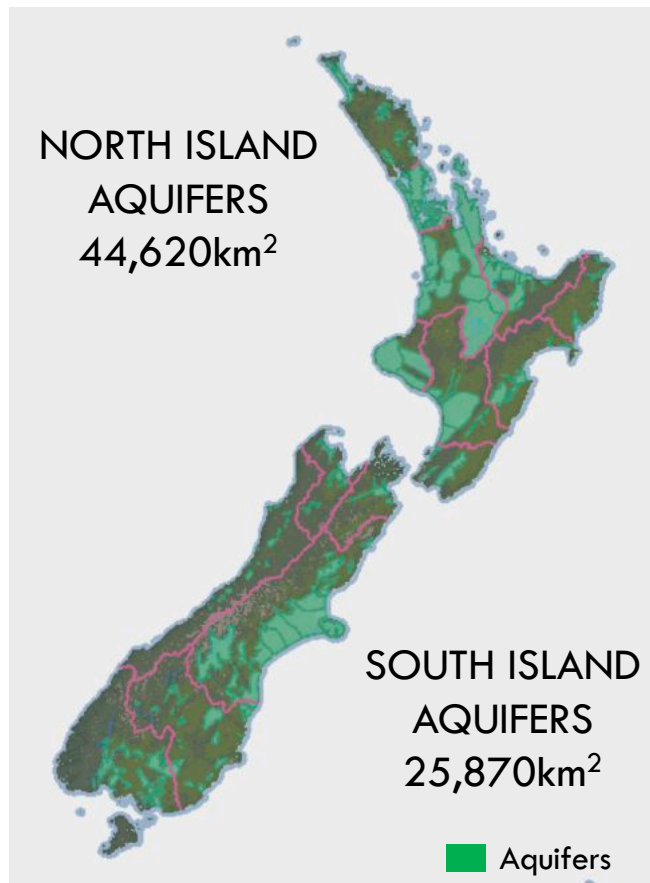
*Cubic metres per person; 2011*



# New Zealand has vast areas of aquifers and thousands of springs located across New Zealand

## LOCATIONS OF AQUIFERS & SPRINGS IN NEW ZEALAND

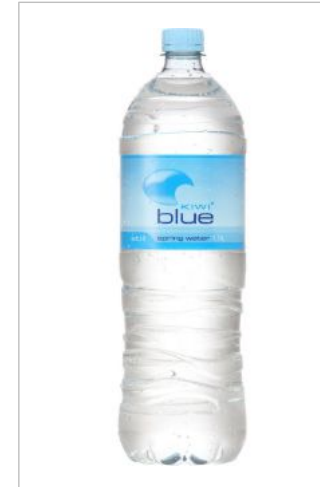
Presence; known sites



Note: 200 identified aquifers identified as at 2015; Source: stats.govt.nz; teara.govt.nz; nzhotpools.co.nz; Coriolis analysis

# New Zealand firms produce a wide range of everyday waters

## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# New Zealand firms produce a wide range of premium waters

## SELECT EXAMPLES

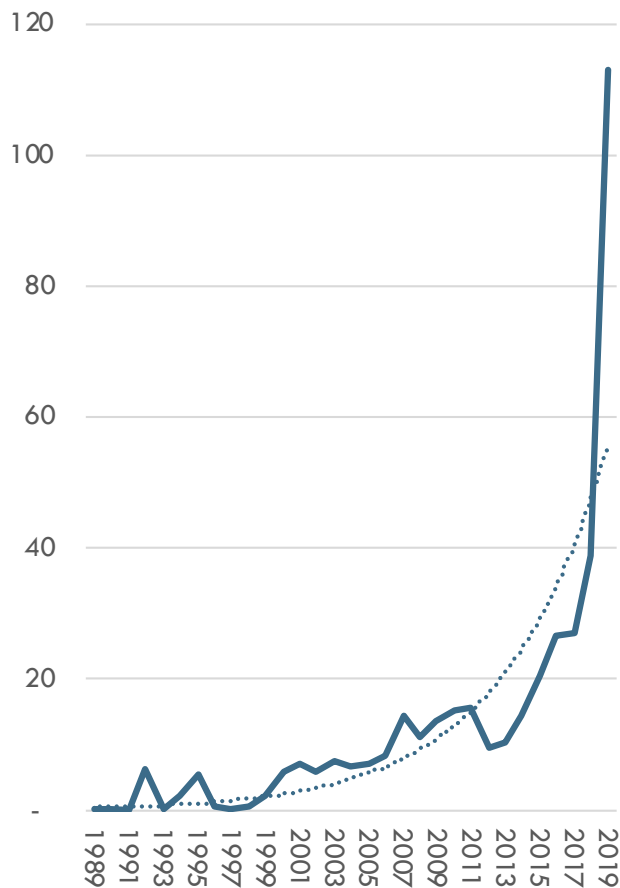


Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# The total value of New Zealand water exports is growing strongly through growing volumes rather than price increases

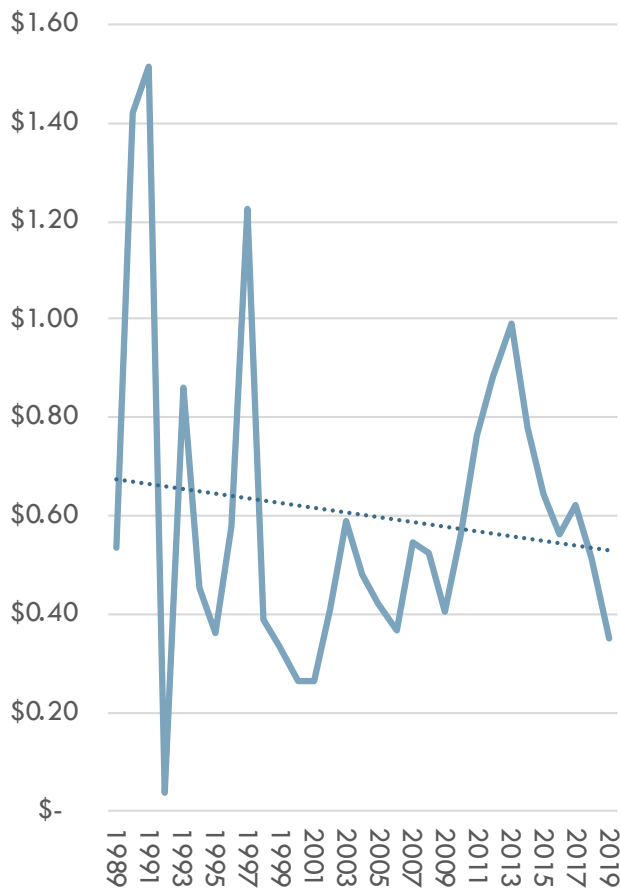
## WATER EXPORT VOLUME

Litres; m; 1989-2019



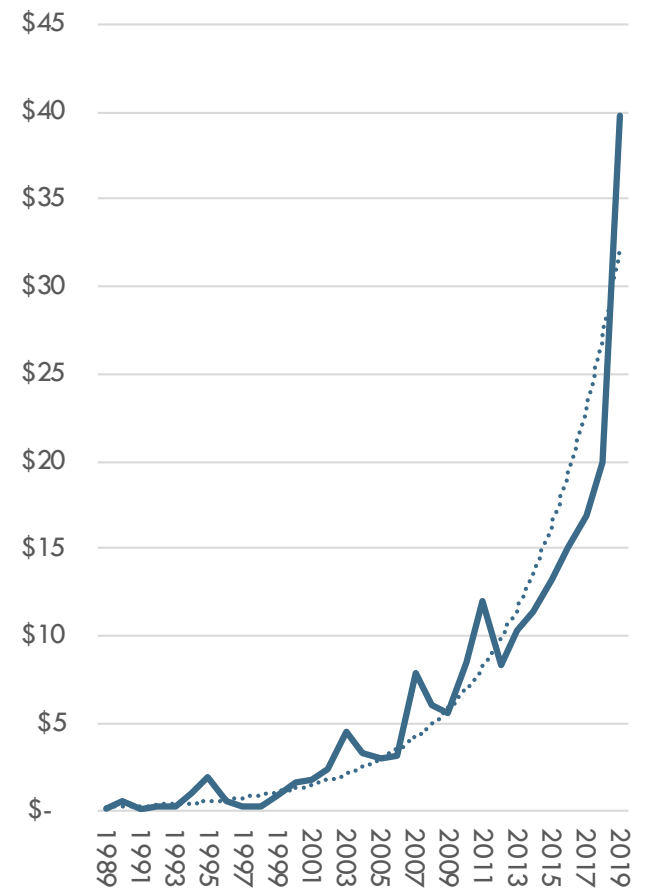
## AVERAGE EXPORT PRICE

US\$/litre; 1989-2019



## WATER EXPORT VALUE

US\$; m; 1989-2019

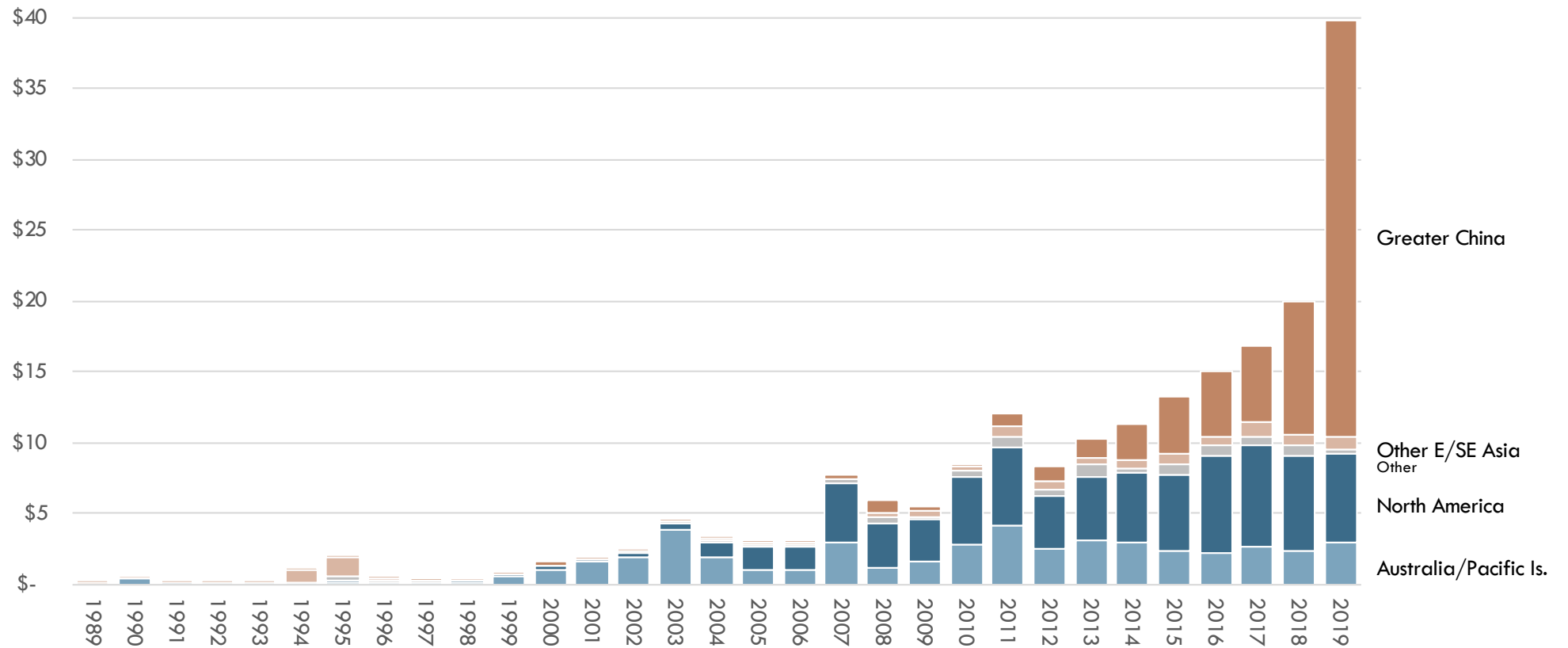




# Growth in demand for New Zealand water exports is coming from China

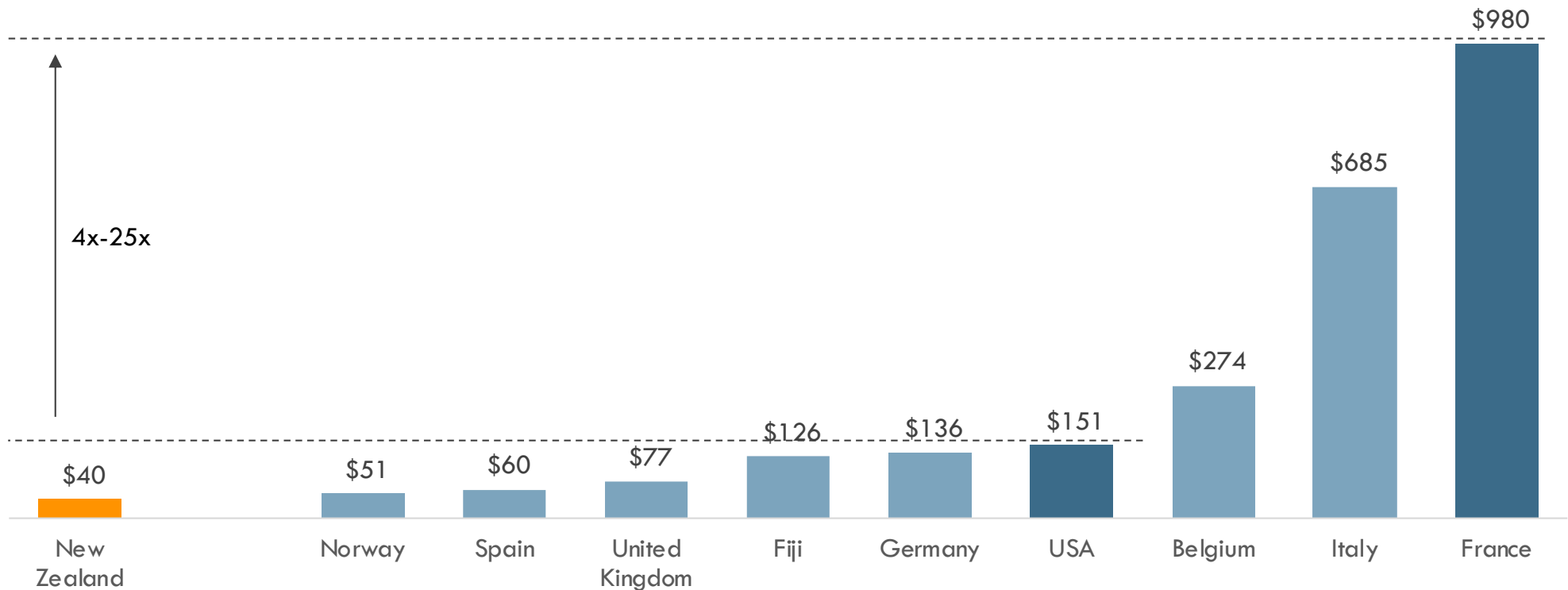
## NEW ZEALAND WATER EXPORT VALUE BY DESTINATION

US\$; m; 1989-2019



# Temperate climate Anglo-European peers suggest than New Zealand could export four to twenty five times more water

WATER EXPORT VALUE: NEW ZEALAND VS. SELECT CULTURAL/CLIMATIC PEERS  
US\$; m; 2018 or 2019 as available

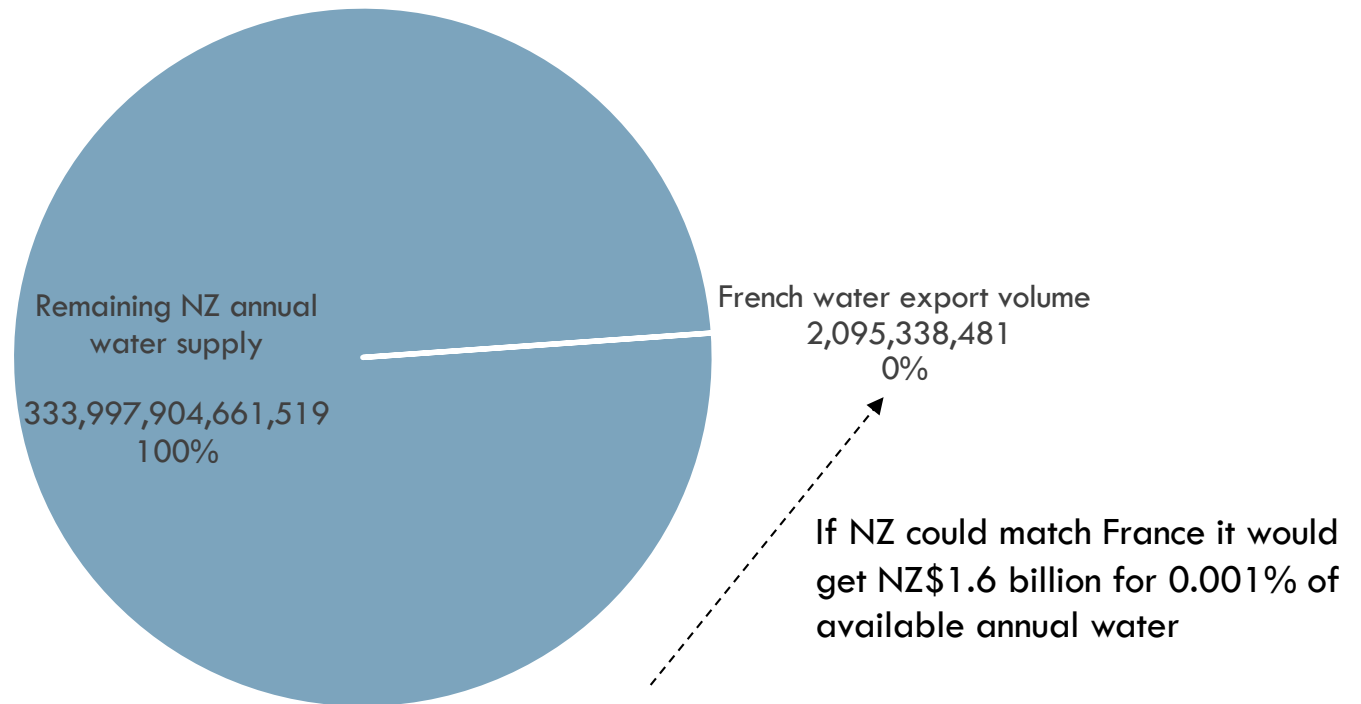


Note: uses 2018 or 2019 as data is not yet available at source for all countries listed; Source: UN Comtrade; Coriolis classification and analysis

*If New Zealand exported as much water as France (global #1 by value) this would represent an infinitesimal share of annual water*

## WHAT IF NEW ZEALAND EXPORTED AS MUCH WATER AS FRANCE?

*Hypothetical; litres; share of litres; 2020*



TOTAL = 334,000,000,000,000 litres annually

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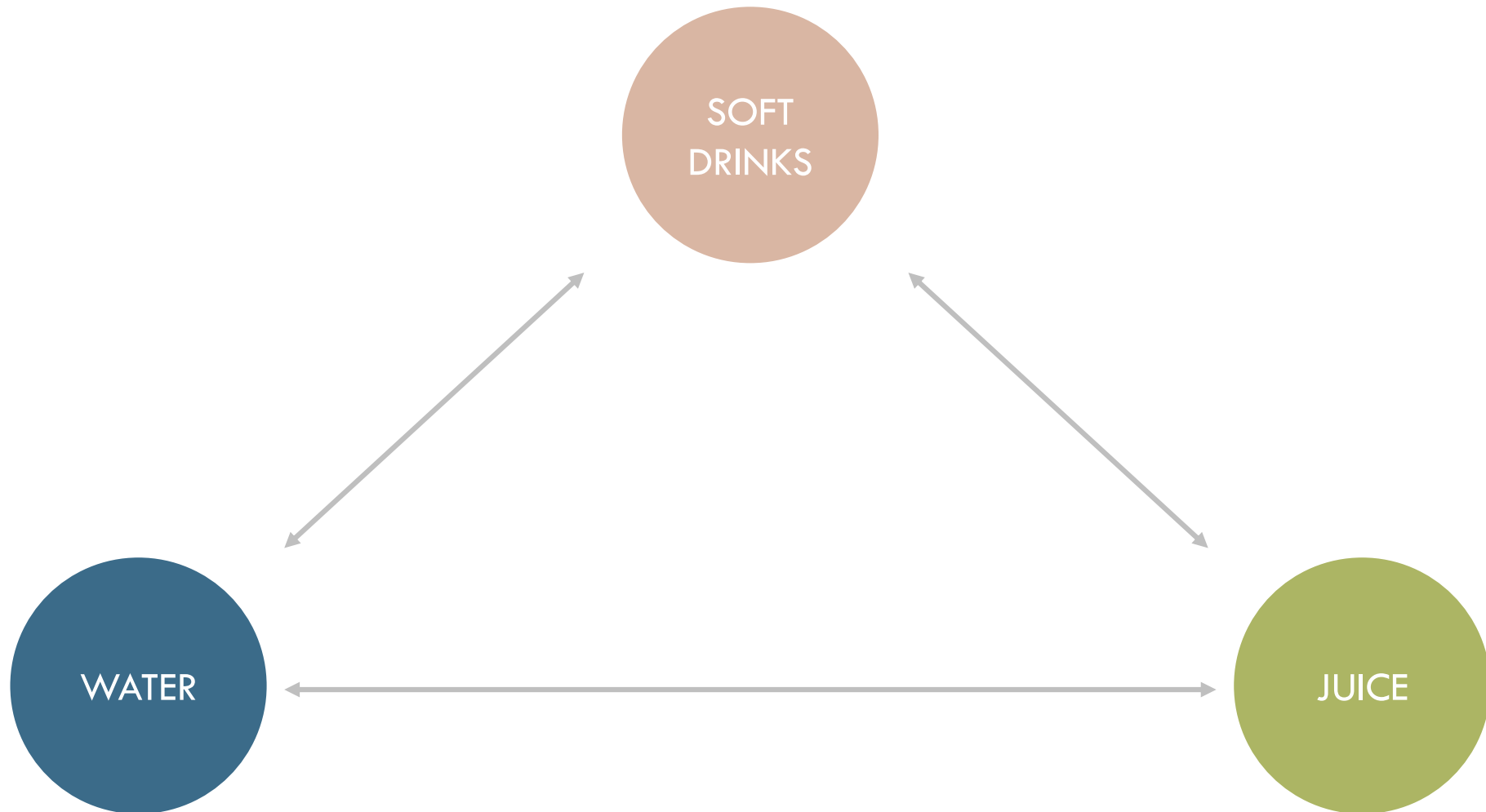
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4. Soft Drinks

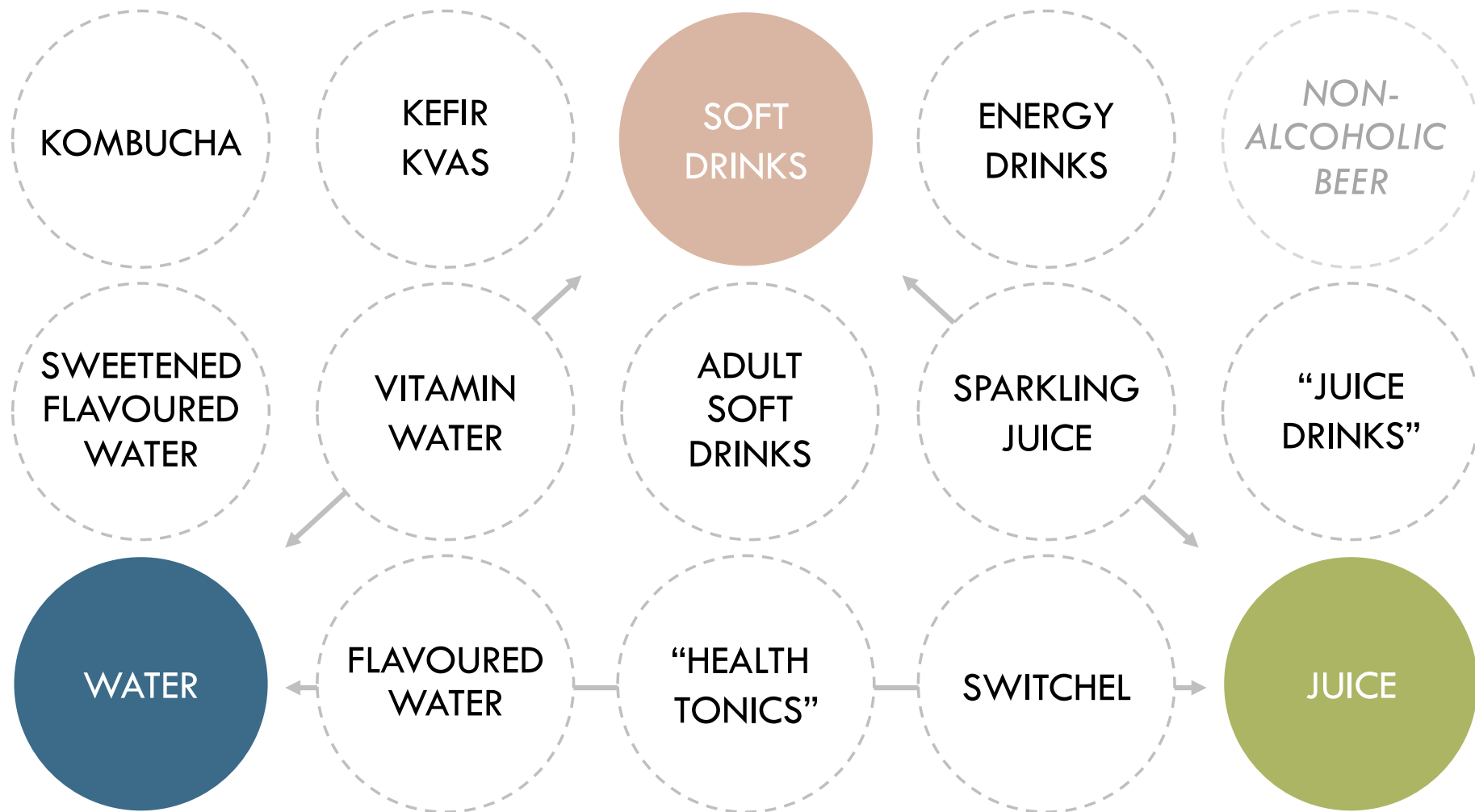
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*Non-alcoholic beverages could historically be segmented into three major types: juice, soft drinks and water*



*However, this clear historical segmentation has broken down and blurred through constant new product innovation*



---

*From a trade point-of-view, most of these new products are defined as “soft drinks”*

HS Code	Short	Detailed
2009	Juice	Fruit juices (including grape must) and vegetable juices, not fortified with vitamins or minerals, unfermented and not containing added spirit, whether or not containing added sugar or other sweetening matter
2201	Water	Waters, including natural or artificial mineral waters and aerated waters, not containing added sugar or other sweetening matter nor flavoured; ice and snow
2202	Soft Drinks	<b>Waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavoured, and other non-alcoholic beverages</b> (not including fruit or vegetable juices of heading 2009)



# What are soft drinks? Soft drinks are effectively water, sweetener and flavourings



CARBONATED WATER: 7 oz  
SYRUP: 1 oz per bottle

## SYRUP FORMULATION (Make 5 gal syrup)

Water: 2.5 gal  
Sugar: 30 lbs.  
Lime juice: 1 quart (or replaced with citric acid/sodium citrate)  
Fluid extract of Coca: 3 drams USP  
Citric acid: 3 oz  
Caffeine citrate: 1 oz  
Vanilla extract: 1 oz  
Caramel: 1.5 oz or more for color  
Flavouring (The “secret” 7X formulation): 2.5 oz (to 5 gals syrup)

## “7X” FLAVOURING FORMULATION

Alcohol: 8 oz  
Orange oil: 20 drops  
Lemon oil: 30 drops  
Nutmeg oil: 10 drops  
Coriander oil: 5 drops  
Neroli oil: 10 drops  
Cinnamon (Cassia) oil: 10 drops

HISTORICAL FORMULATION  
NOT CURRENT RECIPE

# Soft drinks are typically segmented by flavour

## EXAMPLE: SOFT DRINK RANGE OF KARMA COLA & FOXTON FIZZ

Select examples from range; 2020



# Once a strong brand is developed, product and line extensions can be used to extend reach and increase shelf presence

Developed by the New Zealand Apple & Pear Marketing Board and launched in August 1997\*



New Packaging



Multipack



Sugar Free



New Sugar Free Flavours



New Flavours



New Categories



\* At the time V was launched Frucor Beverage was a subsidiary of the Apple and Pear Marketing Board. Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis



# New Zealand firms produce a wide range of “classic” soft drinks

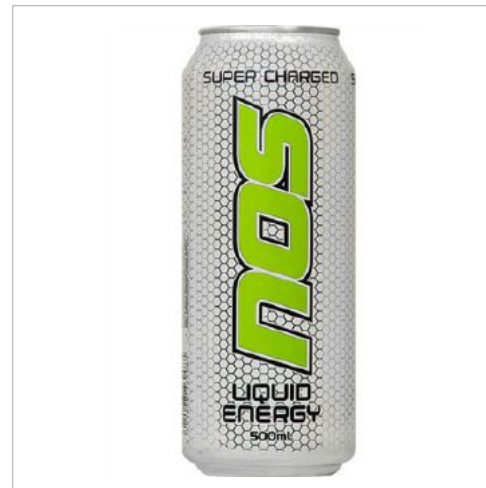
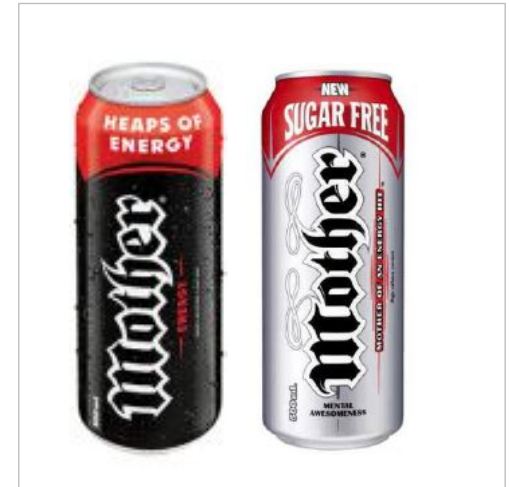
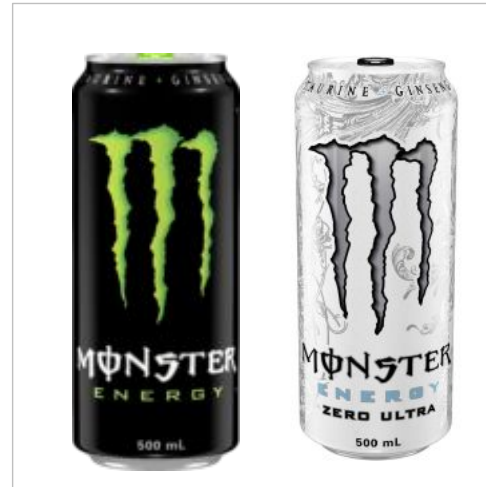
## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# New Zealand firms produce a wide range of energy drinks

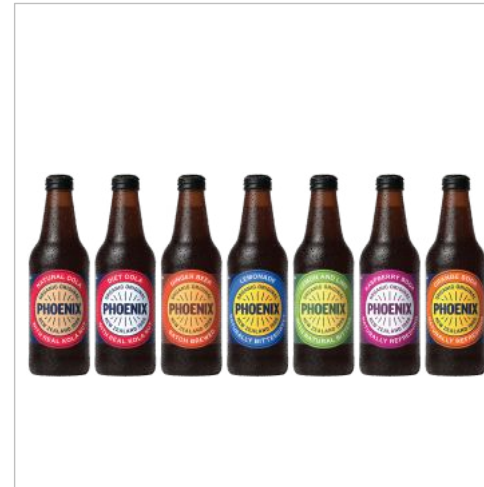
## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# New Zealand firms produce a wide range of premium soft drinks and mixers

## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis



As an example, Lion has launched two adult soft drink brands





# Ginger beer has attracted significant attention

## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# New Zealand firms produce a wide range of sparkling water/juice added

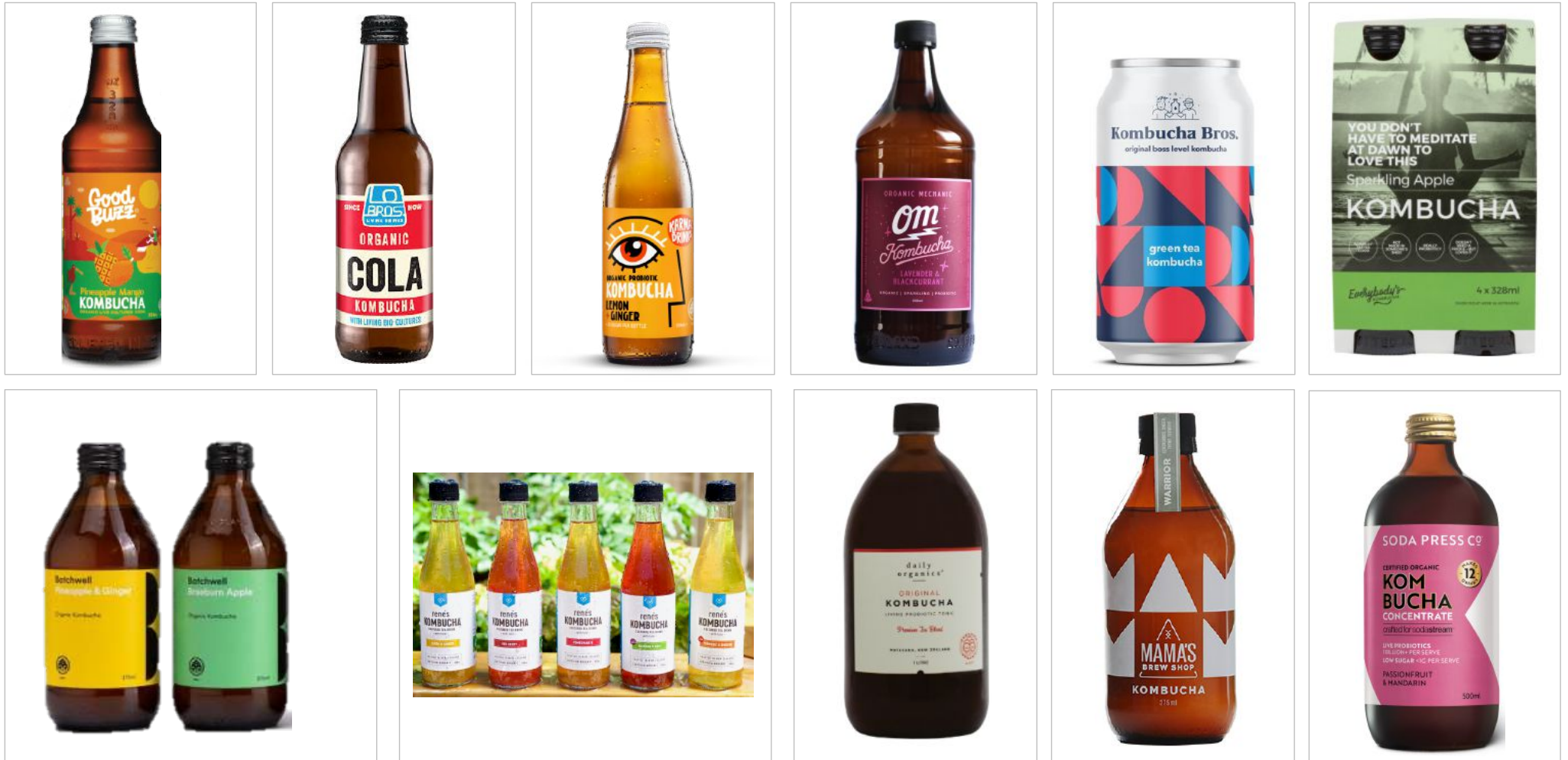
## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

# Kombucha has experienced strong growth

## SELECT EXAMPLES



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); supplied; Coriolis analysis

# Kefir water, Kvas and Switchel are all emerging trends

## KEFIR WATER/KVAS



## SWITCHEL



Source: various; photo credit (fair use; low resolution; complete product/brand for illustrative purposes); Coriolis analysis

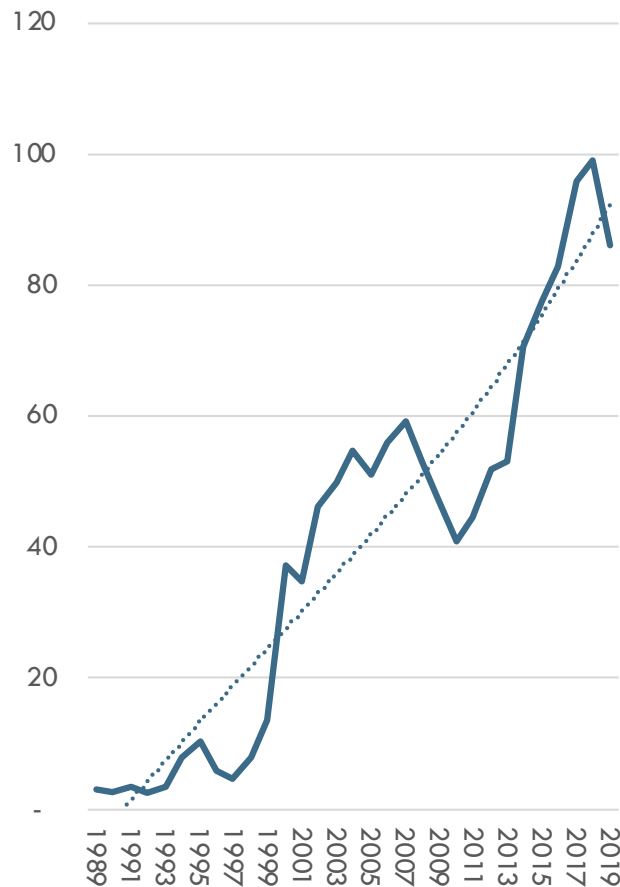


*There is also an emerging overlap with nutraceuticals and “functional beverages”*

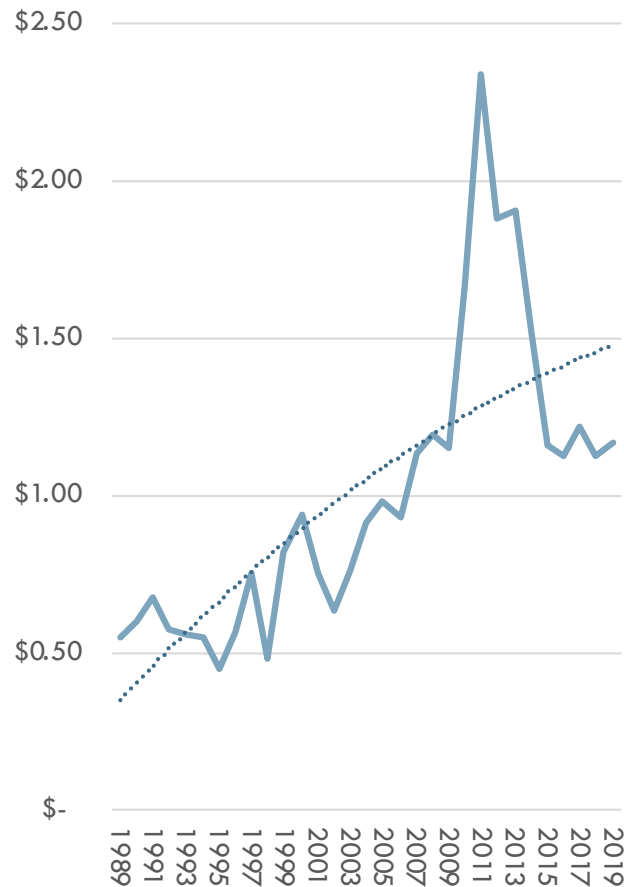


# The value of New Zealand soft drink exports is growing based on solid volume growth and long term price growth

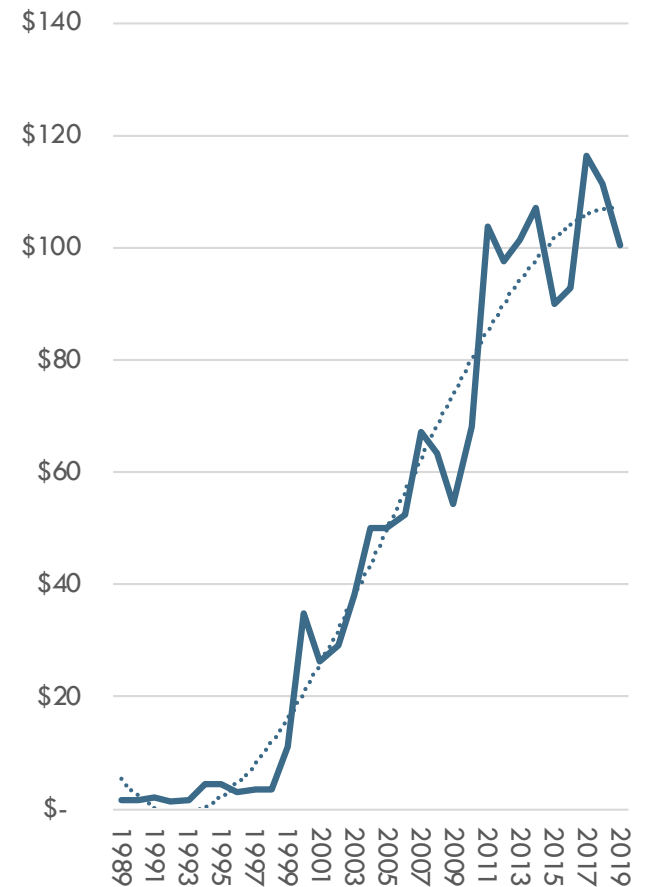
**SOFT DRINK EXPORT VOL.**  
Litres; m; 1989-2019



**AVERAGE EXPORT PRICE**  
US\$/litre; 1989-2019



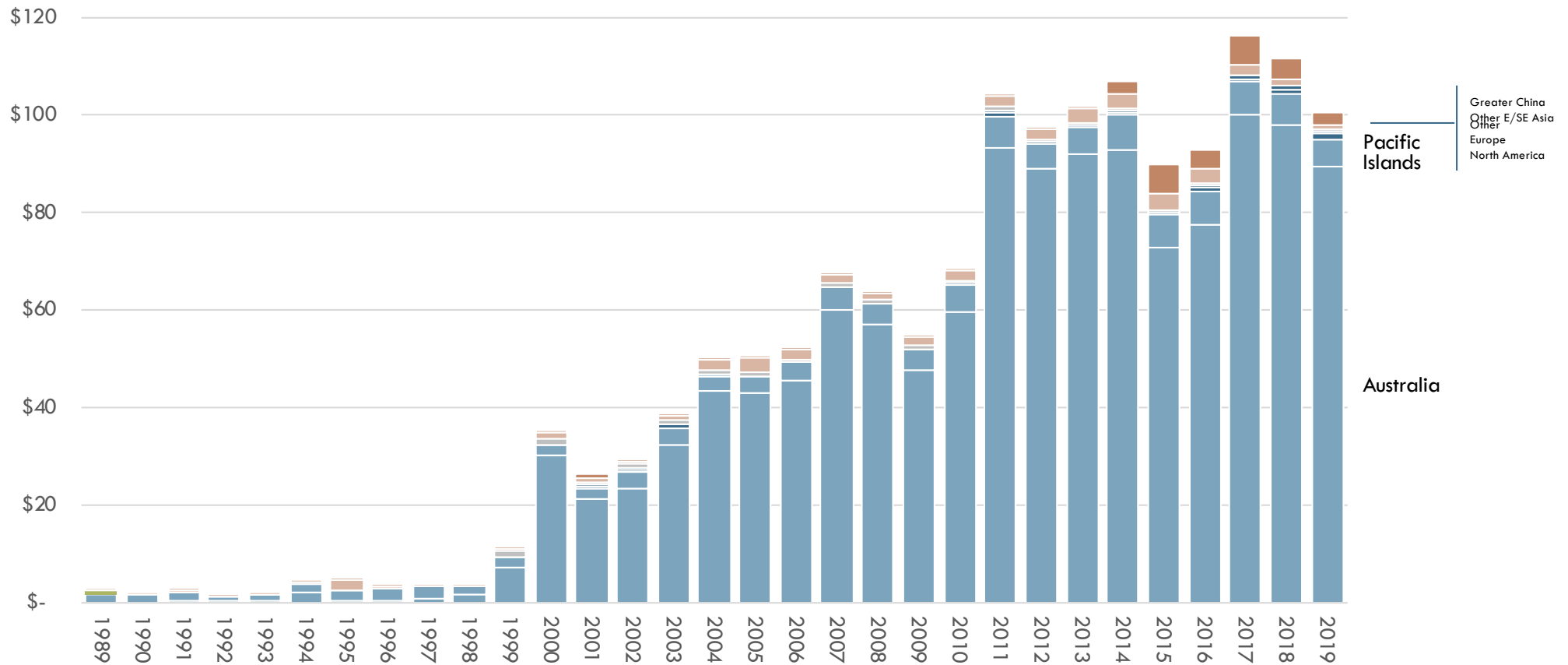
**SOFT DRINK EXPORT VALUE**  
US\$; m; 1989-2019



# New Zealand soft drink exports currently go predominantly to regional markets (Australia and the Pacific Islands)

## NEW ZEALAND SOFT DRINK EXPORT VALUE BY DESTINATION

US\$; m; 1989-2019

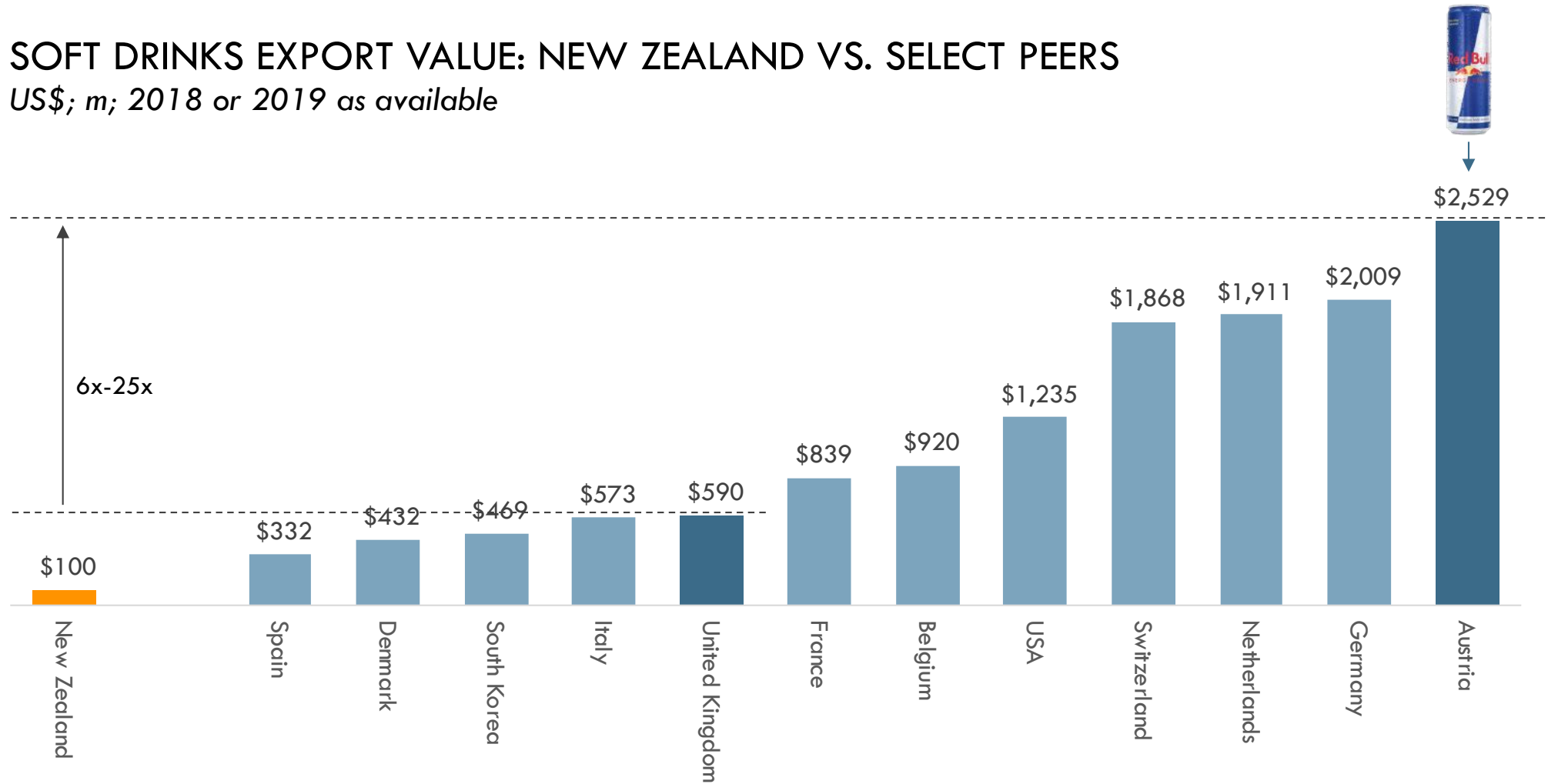




# A wide range of peers suggest that New Zealand could export more “soft drinks”

## SOFT DRINKS EXPORT VALUE: NEW ZEALAND VS. SELECT PEERS

US\$; m; 2018 or 2019 as available



Note: uses 2018 as 2019 data not yet available at source for all countries listed; Source: UN Comtrade; Coriolis classification and analysis

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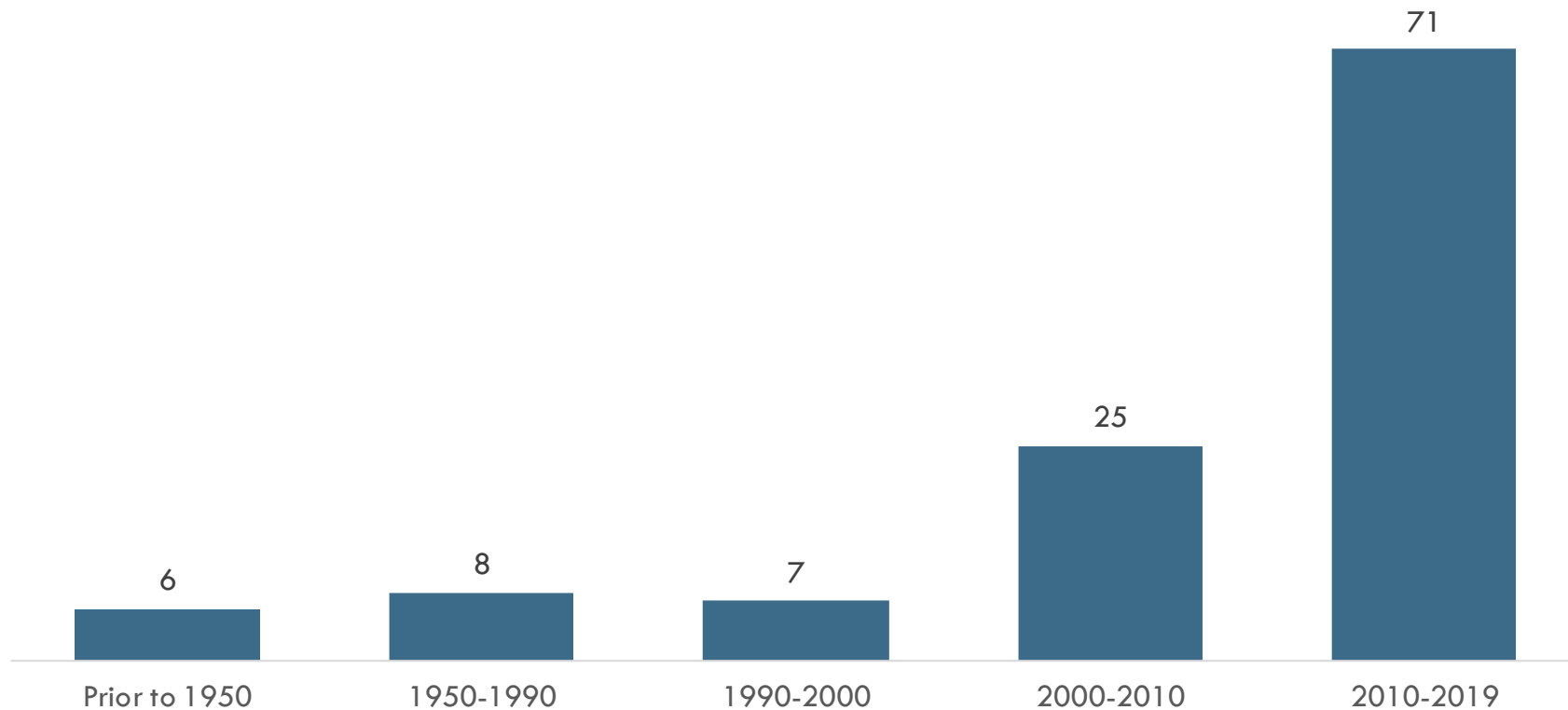
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*Since 2000, New Zealand has experience an explosion in new beverage firm formation*

**IDENTIFIED/PROFILED FIRMS BY YEAR FOUNDED**

*Time brand groups; 19<sup>th</sup> Century to 2019*



*A huge range of innovative new beverage firms continues to be launched, as these examples from the past five years demonstrate*

SELECT EXAMPLES

							
							
							
							
							
							
							
							
							
							
							
2016		2017		2018		2019	

# New Zealand growers are adding value by moving into juices

## SELECT EXAMPLES



The logo for AREPA features the word 'AREPA' in a bold, black, sans-serif font. The letter 'A' is stylized with a horizontal bar above it.

- Key ingredient: blackcurrants
- Shareholders own blackcurrant orchard in Christchurch



- Key ingredient: oranges
- Major NZ orange grower



- Key ingredient: cherries
- Cherry farm in Blenheim



- Key ingredient: apples
- Shareholders own orchards in Hawkes Bay



- Key ingredients: berries, nectarines, plums, pears etc.
- Central Otago orchard



- Key ingredients apples and pears
- Apple and pear orchard in Canterbury

# New Zealand traditional syrup/cordial firms are extending their brands and ranges into ready-to-drink (RTD)

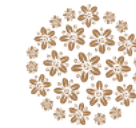
SELECT EXAMPLES



SYRUP



RTD



Addmore  
The home of versatile cordial beverages



CORDIAL



RTD



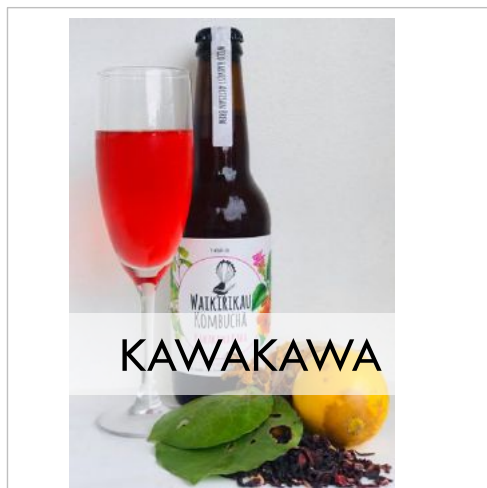
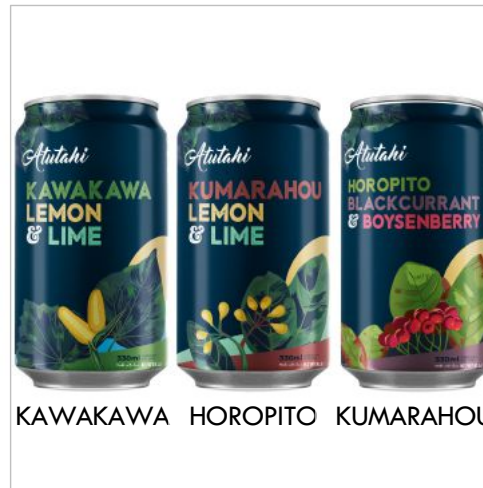
# New products are being created around product innovation

## SELECT EXAMPLES



# New Zealand producers are differentiating themselves by using unique local botanicals, particularly horopito and kawakawa

## SELECT EXAMPLES



# New Zealand beverage firms are collaborating with each other

## SELECT EXAMPLES



DENZIEN GIN +  
NO UGLY  
KOMBUCHA



THOMPSON'S  
VICTOR GIN +  
MAMA'S BREW  
SHOP KOMBUCHA



BATCHWELL  
KOMBUCHA +  
KOKAKO COFFEE

# New Zealand firms are increasingly conscious about their packaging and packaging footprint

## SELECT EXAMPLES

# E'STEL



# The beverage industry has a constant stream of new product categories that emerge across the Anglo-European world

“ON TREND” IN ANGLO-EUROPEAN MARKETS

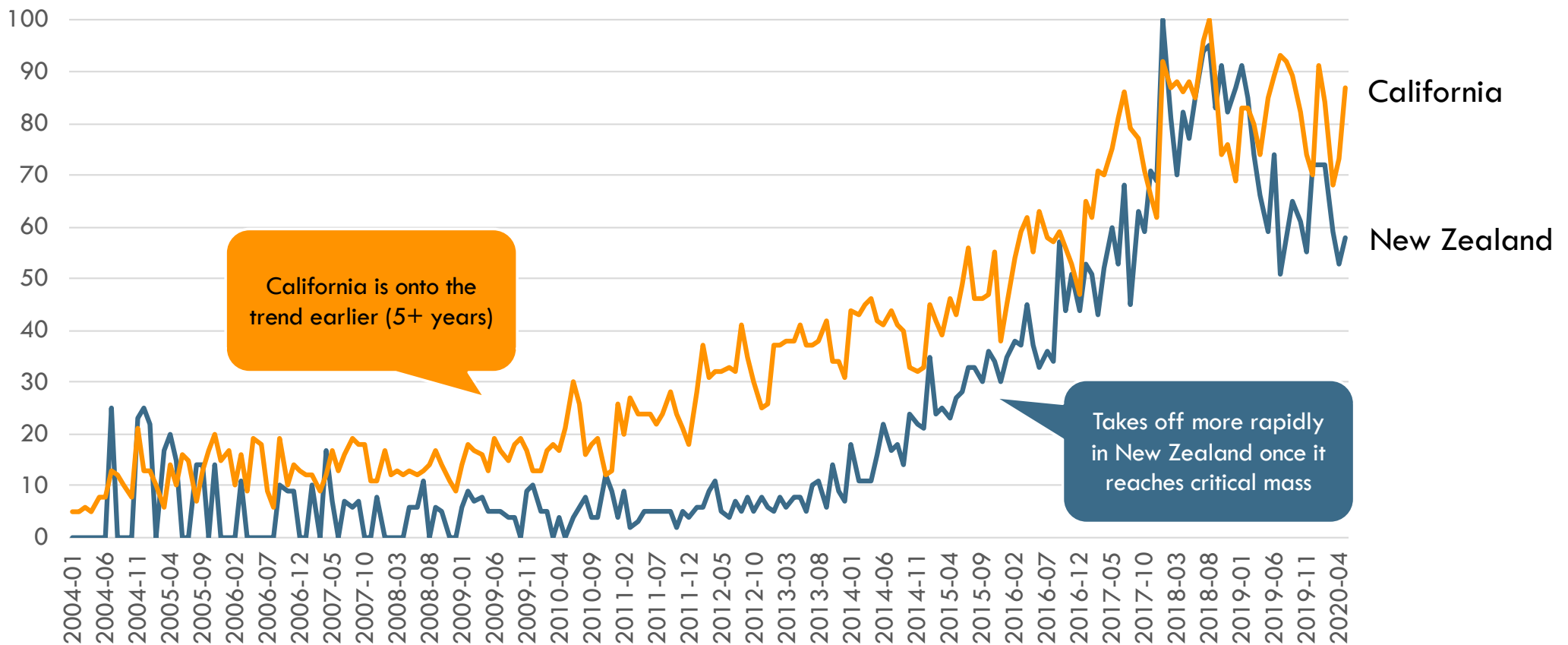
PAST	CURRENT	EMERGING	FUTURE (?)
SPORTS DRINKS	KOMBUCHA	SWITCHEL	TEPACHE
VITAMIN WATERS	HEMP CBD*	KVAS/KVASS	CHICHA
ENERGY DRINKS	TUMERIC SHOTS	KEFIR WATER	MAGEU
CRANBERRY JUICE	PICKLE JUICE	CANNABIS*	ŞALGAM

\* Not yet legal in NZ, but approved elsewhere

# Despite a reputation for innovation, New Zealand typically lags in adoption of beverage trends

## GOOGLE TRENDS DATA: SEARCHES FOR KOMBUCHA: NZ VS. CALIFORNIA

Relative search index; peak=100; Jan 2004-May 2020

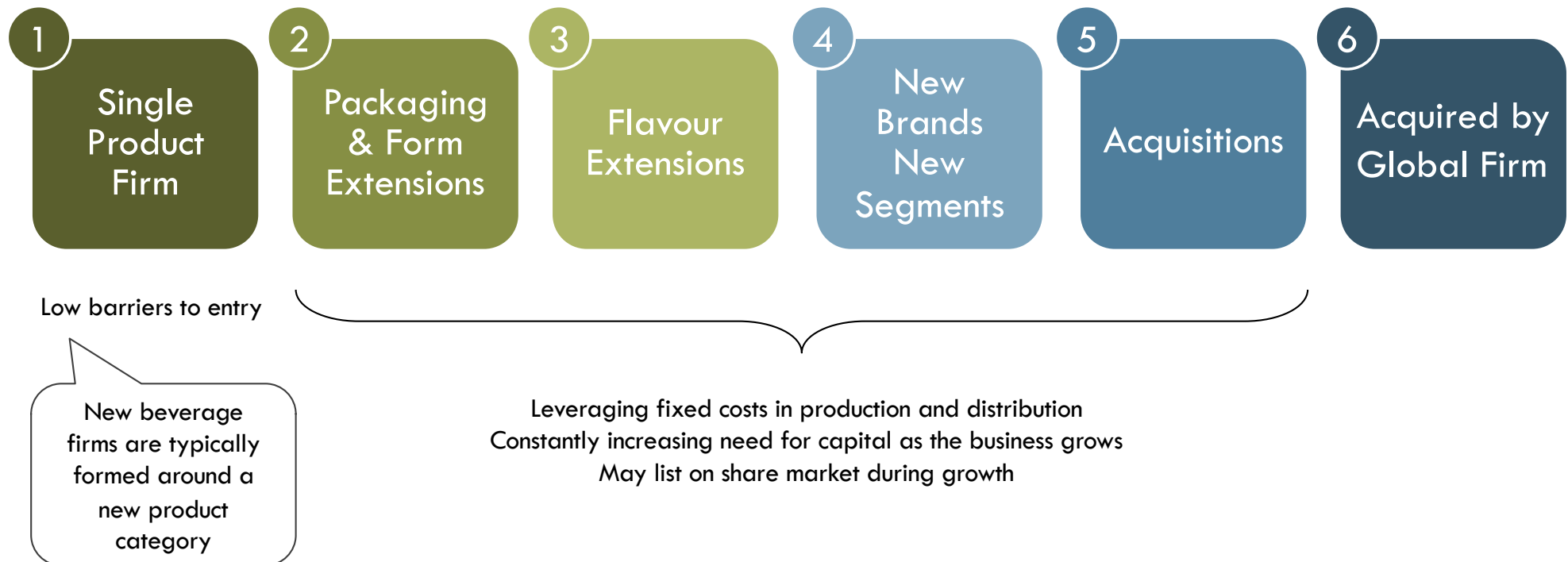




# New Zealand beverage firms go through a typical pattern of growth

## SIMPLIFIED MODEL OF NEW ZEALAND BEVERAGE FIRM EVOLUTION

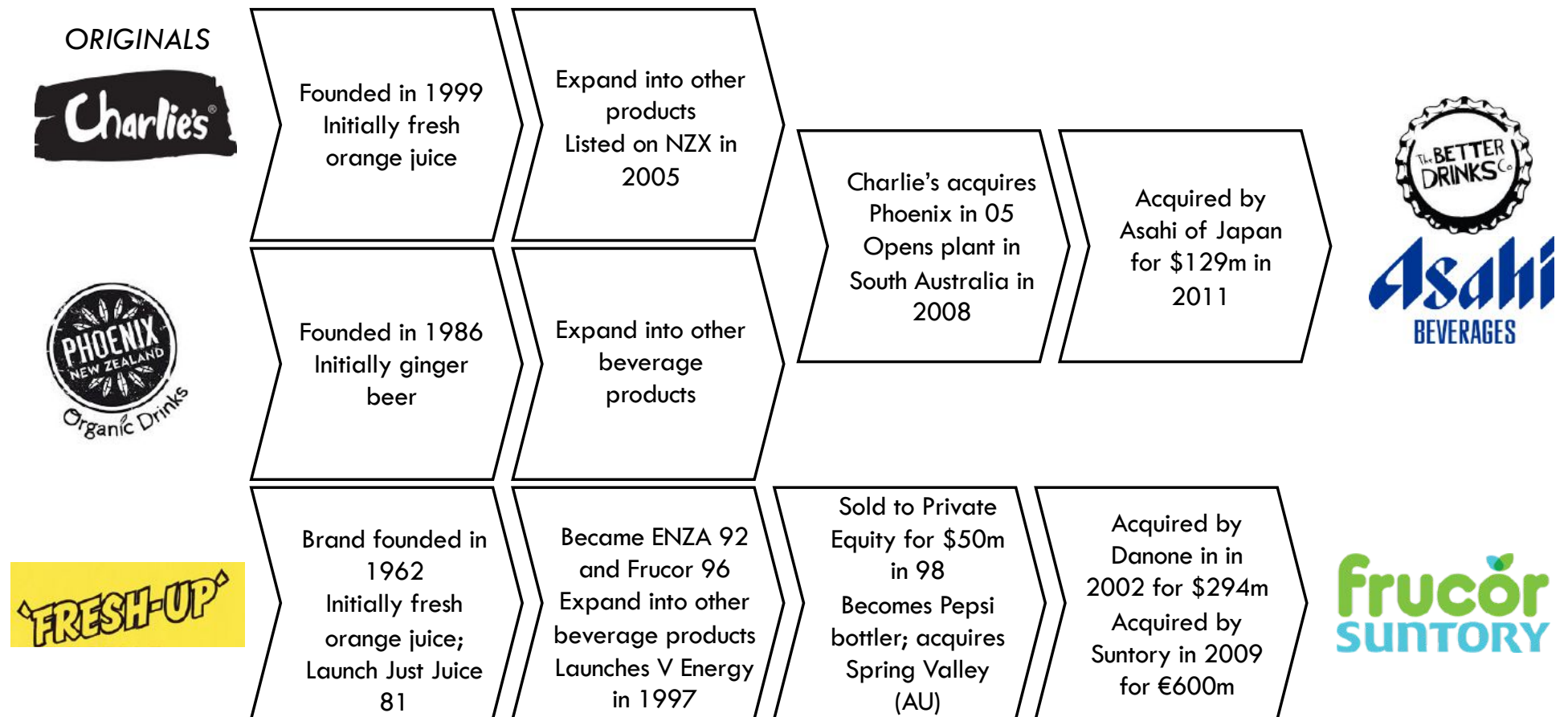
*Conceptual model; 2020*



# Three high profile examples show the pattern

## EXAMPLES OF NEW ZEALAND BEVERAGE FIRM EVOLUTION

*Simplified examples; select dates*



# Why does this pattern of growth occur? It is easy to be a small beverage company but is capital intensive to grow

## EVOLUTION OF NARTD BEVERAGE CATEGORIES

*Simplified model; 2020*

STAGE I: SMALL IN A NEW CATEGORY	STAGE II: GROWTH GETS HARDER	STAGE III: THE OFFER YOU CAN'T REFUSE
<ul style="list-style-type: none"> <li>- New category emerges elsewhere and is copied in New Zealand (e.g. Kombucha)</li> <li>- About one every 2-4 years</li> <li>- Often started by returned expats</li> <li>- Barriers to entry are low (New Zealand has been creating +10 new firms/year)</li> <li>- Benchtop scale to shed is easy</li> <li>- 2-3 person operation (“husband and wife” operations)</li> <li>- Product unit prices (\$/l) are relatively high; product targets premium consumers</li> <li>- Distribution done through “a truck” and a patchwork of distributors</li> <li>- Some sales channels are easy to access</li> <li>- Farmers markets</li> <li>- Gourmet/specialty (e.g. Farro)</li> <li>- Health Food (e.g. Commonsense)</li> <li>- Cafes</li> <li>- Competition is limited as category is new and small but growing rapidly (the “new new thing”)</li> </ul>	<ul style="list-style-type: none"> <li>- Product available nationwide across high end outlets; further growth requires entry into larger, more competitive channels that demand high margins across larger volumes</li> <li>- Supermarkets</li> <li>- Chain foodservice</li> <li>- Convenience stores</li> <li>- Delivering the margins required by above channels requires low cost production of high volumes, which is capital intensive (larger factory, lower cost packaging, trucks, chillers, etc.)</li> <li>- National distribution is challenging and outgrows patchwork of regional distributors of mixed quality and performance; firm considers building own distribution network</li> <li>- Many channels require vendor supplied equipment (e.g. fridges)</li> <li>- Competition is growing as category has attracted other new entrants; multinational(s) launch “me-too” copycat products</li> <li>- Launching line extensions to build volume</li> </ul>	<ul style="list-style-type: none"> <li>- Product is available across all channels</li> <li>- Exports are growing to Australia; Australian imports may now be arriving</li> <li>- Large multinationals with strong distribution have entered the category</li> <li>- Original firms that “started the category”               <ul style="list-style-type: none"> <li>- Are struggling to manage growth</li> <li>- Have a constant need for capital</li> <li>- Have raised capital in multiple rounds from multiple sources</li> <li>- Has launched numerous line extensions and new brands</li> <li>- Are seeking to leverage fixed costs and distribution infrastructure</li> </ul> </li> <li>- Multinationals offer distribution to leading fast growth smaller firms to draw them “into their web”</li> <li>- Originating firms either (1) list on the NZX, (2) are acquired by major multinational or (3) dwindle and retreat into obscurity</li> </ul>

Larger beverage firms ultimately end up offering a full range of beverages across all categories and segments to leverage scale



## All four major New Zealand non-alcoholic beverage firms are moving towards competing across all categories

	Coca-Cola Amatil	Suntory Frucor-Suntory	Asahi Better Drinks	Kirin/Lion Beverages
<b>TRADITIONAL SOFT DRINKS</b>	Coca-Cola, Sprite, Fanta, Lift, L&P	Pepsi, 7UP, Mountain Dew, Lucozade	-	-
<b>MIXERS</b>	Schweppes		Phoenix Organic	-
<b>SPORTS DRINKS</b>	Powerade	Gatorade	-	-
<b>ENERGY DRINKS</b>	Monster Energy Mother	Rockstar V Energy	Phoenix Organic Energy	-
<b>WATER</b>	Pump Kiwi Blue	H2Go NZ Natural	Phoenix Organic	-
<b>FLAVOURED WATER</b>	Pumped	H2Go Mizone NZ Natural	Phoenix Organic	-
<b>JUICE</b>	Keri Juice Most Thexton's	Fresh Up Just Juice Simply Squeezed	McCoy Ribena Charlies Juice Lucy Phoenix Organic	-
<b>ADULT SOFT DRINKS</b>	Deep Springs	Amplify kombucha*	Charlie's Honest Fizz Phoenix Organic	GoodBuzz Höpt Mac's
<b>CORDIAL</b>	Rose's Baker Hall	-	-	-
<b>COFFEE &amp; TEA BEVERAGES</b>	Barista Bros Grinders Fuze Tea	V Iced Coffee Suntory BOSS coffee	Phoenix Chai Ti Tonics Real Iced Tea	Havana Coffee Teza

\* Not manufactured in NZ; Source: various company websites; Coriolis analysis and classifications

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& Trends

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## 1 ABOVE 2019



**HYDRATION MASTER** Cameron Russell

**DESCRIPTION** Wellness beverages and effervescent tablets; Supporting travel recovery, boosting immunity, circulation and hangover recuperation.

**KEY PRODUCTS** 1Above Hydration, 1Above effervescent tablets

**BRANDS** 1 Above

**OWNERS** Russell, others

**CO. #** 7785476

**ADDRESS** 131 Kerrs Road, Wiri, Auckland

**PHONE** +64 9 379 5708

**WEBSITE** www.live1above.com

**FOUNDED** 2010

**STAFF #** 5 + SEASONAL #

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Company

**HIGHLIGHTS** Frequent flyers, business people and athletes choice for fighting jetlag. Distribution development in the USA, Australia, South East Asia, China and Japan in 2020

## 8 WATER NEW ZEALAND



**DESCRIPTION** Premium bottled water company based in Auckland

**KEY PRODUCTS** Still and sparkling water

**BRANDS** 8water, dela

**OWNERS** Chang, Chai, Bhandal

**CO. #** 6244475

**ADDRESS** Auckland

**PHONE**

**WEBSITE** www.8water.co.nz

**FOUNDED** 2017

**STAFF #** + SEASONAL #

**REVENUE \$M** \$1 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## ADDMORE FOODS



**DIRECTOR** Kathryn Addis

**DESCRIPTION** Sparkling elderflower beverage manufacturer; based in Geraldine, Canterbury.

**KEY PRODUCTS** Premium sparkling and cordial elderflower beverages

**BRANDS** Addmore

**OWNERS** Addis, Darling

**CO. #** 3226868

**ADDRESS** 2 Connolly Street, Geraldine, Canterbury

**PHONE** +64 3 693 8343

**WEBSITE** www.addmore.co.nz

**FOUNDED** 2002

**STAFF #** + SEASONAL #

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## ALMIGHTY BEVERAGES

**Almighty**



**CEO** Ben Lenart

**DESCRIPTION** Water and juice manufacturer, using cans and bottles; sales in NZ, Australia and Singapore, Karma Drinks distribution partners.

**KEY PRODUCTS** Sparkling water, organic juices

**BRANDS** Almighty

**OWNERS** Lenart, others

**CO. #** 5781707

**ADDRESS** 376 Great North Road, Grey Lynn, Auckland

**PHONE**

**WEBSITE** www.drinkalmighty.com/

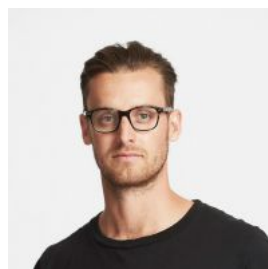
**FOUNDED** 2015

**STAFF #** 4 + SEASONAL #

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Successful launch into the NZ food-service channel in 2015. Launched into Australia in 2017 and Singapore in 2019. Stocked in 1250+ premium food-service stockists. Foodstuffs entry in 2020 with Australasia's first organic juice in a can. Over 3000 children educated in growing and cooking fresh produce skills via contributions directly from juice and water sales.

## ALPHAGEN NZ



**CO-FOUNDER** Angus Brown

**DESCRIPTION** Health tonic and nootropics, powder, beverage and processed manufacturer of blackcurrants; contract manufactured in Tauranga; exporting tonic to HK, China, Singapore AU.

**KEY PRODUCTS** Tonic, beverage, capsules, powder, freeze dried berries

**BRANDS** Arepa

**OWNERS** Brown 36%, Stephens family 12%, ENZO Nutraceuticals 10%, others

**CO. #** 4446402

**ADDRESS** 32 Hannigan Drive,  
St Johns,  
Auckland

**PHONE** +64 27 455 5251

**WEBSITE** www.drinkarepa.com

**FOUNDED** 2013

**STAFF #** 6 + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: *Company*

**HIGHLIGHTS** Developed and produced in The FoodBowI; published clinical trial studies '20; launching into Taiwan, ME '20;

## ALPINE DRINKS NZ



**OWNER** Arajan Odedra

**DESCRIPTION** Water bottling manufacturer sourcing water from the Heretaunga aquifer in Hawke's Bay.

**KEY PRODUCTS** Still and sparkling, bottled and boxed water

**BRANDS** Alpine Drinks

**OWNERS** Odedra

**CO. #** 6930068

**ADDRESS** 600 State Highway 51, Awatoto,  
Napier,  
Hawke's Bay

**PHONE** +64 9 555 6744

**WEBSITE** www.alpinedrinks.co.nz

**FOUNDED** 2018

**STAFF #** 5 + **SEASONAL #** 4

**REVENUE \$M** \$1.5 - \$3m (2019)  
Source: *Company*

**HIGHLIGHTS** Recently commissioned state of-the-art beverage facility in Hawkes Bay; export capability and export licensing for China, India and Middle East in progress; contract packaging capability and launching four in-house brands in the NZ market summer 2020

## APOLLO FOODS



**MANAGING DIRECTOR** Ross Beaton

**DESCRIPTION** Manufacturers of apple juice, cold pressed by specific apple variety, based in Hawke's Bay. Contract bottling with Fonterra Brands New Zealand, Mammoth & Primo flavoured milk products; plant capacity is 50m bottles per year.

**KEY PRODUCTS** Varietal Apple Juice, Varietal Apples paired with fruits & wellness ingredients

**BRANDS** The Apple Press

**OWNERS** Beaton family 55%, Ericksen family 10%, others

**CO. #** 4506558

**ADDRESS** Te Ara Kahikatea,  
Whakatu, Hastings,  
Hawkes Bay

**PHONE** +64 800 568 3277

**WEBSITE** www.apollofoods.co.nz  
www.theapplepress.co.nz

**FOUNDED** 2013

**STAFF #** 27 + **SEASONAL #**

**REVENUE \$M** \$10 - \$20m (2019) Est.  
Source: *Coriolis*

**HIGHLIGHTS** State of the art beverage facility opened 2018, The Apple Press (Jazz); Winner Massey Food Awards (Best Non-Alcoholic Beverage 2018), The Apple Press launched into New Zealand market 2018 & Woolworths Australia 2019 and the Japanese supermarket trade 2019; looking to bottle water in facility

## AQUA SPLASH (NZ)



**CEO** Mark Manson

**DESCRIPTION** Bottle water manufacturer; water sourced from Blue Spring, Putaruru; purpose built facility, blows PET bottles onsite, capacity in excess of 50m units/yr and consent for 200,000L/day; private label production for firms in Japan, China, Australia, USA, Pacific Islands and NZ.

**KEY PRODUCTS** Bottled water

**BRANDS** Aqua Splash, Waihou Spring, Te Waihou Reserve, SOH2O, Blue Spring Water

**OWNERS** Anderson 96%, Lee family, Daniell 3%, McKeown family 1%

**CO. #** 1594432

**ADDRESS** 34 Domain Road,  
Putaruru,  
Waikato

**PHONE** +64 7 883 3985

**WEBSITE** http://www.tewaihouwater.co.nz

**FOUNDED** 2005

**STAFF #** 10 + **SEASONAL #**

**REVENUE \$M** \$4 - \$7m (2017) Est.  
Source:

**HIGHLIGHTS**

## AQUACEUTICALS NZ



**GENERAL MANAGER** Mark Griffiths

**DESCRIPTION** Boxed and bottled water company, based in Auckland, sourced from Otakiri Artesian Aquifer and contract bottled; domestic plus delivery model and export.

**KEY PRODUCTS** Water 15L, 10L boxes, bottled water

**BRANDS** Water in a box, U Water

**OWNERS** Curd, Carran, Wicks, others

**CO. #** 1475902

**ADDRESS** Unit 26/18 Airborne Road  
Albany,  
Auckland

**PHONE** +64 9 415 6564

**WEBSITE** [www.aquaceuticals.co.nz](http://www.aquaceuticals.co.nz)  
[www.waterinbox.co.nz](http://www.waterinbox.co.nz)

**FOUNDED** 2004

**STAFF #** 4 + **SEASONAL #**

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## ARAHI BEVERAGES



**DIRECTOR** Jo-anne Short

**DESCRIPTION** Alcohol free sparkling "wine" manufacturer; uses wine grapes; cold pressed.

**KEY PRODUCTS** Alcohol free sparkling "wine"

**BRANDS** Arahi

**OWNERS** Wilson 50%, Short 50%

**CO. #** 5231541

**ADDRESS** 58 Rama Crescent,  
Khandallah,  
Wellington

**PHONE** +64 21 934 537

**WEBSITE** [www.arahi.nz](http://www.arahi.nz)

**FOUNDED** 2014

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## AROHA DRINKS



**OWNER** Mark Dillon

**DESCRIPTION** Premium beverage manufacturer; distribution nationally through cafes and stores; franchise model to distribute throughout NZ to wholesale customers; wild harvest of elderflowers in South Island.

**KEY PRODUCTS** Cordials, sparkling, still

**BRANDS** Aroha

**OWNERS** Dillon

**CO. #** 1949227

**ADDRESS** 16 Ayr Street,  
Riccarton, Christchurch,  
Canterbury

**PHONE** +64 3 341 1183

**WEBSITE** [www.arohadrinks.co.nz](http://www.arohadrinks.co.nz)

**FOUNDED** 2007

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$2 - \$4m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BANJO BREWS



**CO-FOUNDER** Heather McAlpine

**DESCRIPTION** Kombucha organic beverage manufacturer based in Marlborough; distribute across New Zealand; use native botanicals.

**KEY PRODUCTS** Kombucha ready to drink

**BRANDS** Banjo Brews

**OWNERS** McAlpine (30%), Judge (30%), others

**CO. #** 5552931

**ADDRESS** 795 Old Renwick Road,  
Marlborough

**PHONE** +64 27 490 0509

**WEBSITE** [www.banjobrews.co.nz](http://www.banjobrews.co.nz)

**FOUNDED** 2019

**STAFF #** 4 + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BARKER FRUIT PROCESSORS



**CEO** Agnes Baekelandt

**DESCRIPTION** Manufacturer of fruit and plant-based products and beverages retail and foodservice customers; factory based in Geraldine, South Canterbury; local and export markets.

**KEY PRODUCTS** Spreads, jams, chutneys, syrups, condiments, sauces, toppings, compotes, snack and bakery fillings, industrial fruits and vegetables preparations, cordials and syrups and spritzers

**BRANDS** Barker's of Geraldine, Barker's New Zealand, Anathoth Farm, Anathoth Farm Chef Series, Barker's Professional, Barker's Foodstore & Eatery

**OWNERS** Andros et Cie SAS 84%, Barker family 11%, Riley 4%, Donkers 1%

**CO. #** 135218

**ADDRESS** 72 Shaw Road, Geraldine, Canterbury

**PHONE** +64 3 693 8969

**WEBSITE** [www.barkers.co.nz](http://www.barkers.co.nz)  
[www.barkersprofessional.nz](http://www.barkersprofessional.nz)  
[www.anathoth.co.nz](http://www.anathoth.co.nz)

**FOUNDED** 1969

**STAFF #** 230 + **SEASONAL #**

**REVENUE \$M** \$75m (2019)  
Source: AR19

**HIGHLIGHTS** French fruit and jam company Andros acquired Barker's in '15; won the Dry Category NZ Food Awards in '16; launched Unsweetened Blackadder Blackcurrant Juice, for brain health and 500ml premium cordials in '16; new CEO in Feb '18; finalist in SC 2019 Alpine Energy Business Excellence Award '19; Category Winner in Westpac Champion Canterbury Business Awards '19; opened new store and eatery in Geraldine in '19; Celebrating 50 years of innovation and great food in Oct '19; introduced tomato sauce '20, launched meal sauces '20

## BE NOURISHED



**OWNER** Joanna Nolan

**DESCRIPTION** Fermented food and beverage manufacturer; broad distribution throughout NZ in New World, Bin Inn, other speciality stores.

**KEY PRODUCTS** Sauerkrauts, kimchi, fermented sauerkraut juices, probiotic tonics, gut shots

**BRANDS** Be Nourished

**OWNERS** Nolan

**CO. #** 5451283

**ADDRESS** 7/61 View Road, Wairau Valley, Auckland

**PHONE** +64 9 441 4328

**WEBSITE** [www.benourished.co.nz](http://www.benourished.co.nz)

**FOUNDED** 2014

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$1 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BEARSLEY EXPORTS



**MANAGING DIRECTOR** Danny Bearsley

**DESCRIPTION** Vertically integrated produce company; Bearsley Farms has orchard and crops grown primarily in the Hawke's Bay for export; grower partners across NZ; partnership with Ka Tahi Wines.

**KEY PRODUCTS** Apples, kiwifruit, plums, squash, juice, smoothies, dried kiwifruit, wine, water

**BRANDS** Pure Kiwi (water, juice, smoothies, dried kiwifruit)

**OWNERS** Bearsley Family

**CO. #** 524944

**ADDRESS** 91 Thames Street, Pandora Napier, Hawke's Bay

**PHONE** +64 6 878 2326

**WEBSITE** [www.bearsley.co.nz](http://www.bearsley.co.nz)

**FOUNDED** 1991/1999

**STAFF #** 50 + **SEASONAL #**

**REVENUE \$M** \$10 - \$20m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BENJER DRINKS CO



**BENJER DRINKS CO.**

**CO-OWNER** Wayne Noble

**DESCRIPTION** Juice and preserves manufacturer; orchard in Cromwell, Otago (Provisions Orchard) locally sourced fruit; sold into retail, foodservice.

**KEY PRODUCTS** Juice, stone fruit, berries, pears, feijoa, chutneys, jams, preserves

**BRANDS** Benjer Drinks, Provisions of Central Otago, Provisions Orchard

**OWNERS** Ward, Butson 50%, Noble family 50%

**CO. #** 1038391

**ADDRESS** 211 Ripponvale Road, Cromwell, Otago

**PHONE** +64 3 445 4474

**WEBSITE** [www.benjer.co.nz](http://www.benjer.co.nz)

**FOUNDED** 2000

**STAFF #** 3 + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BEVPAC NZ (1996)/ TSL PLASTICS



**MANAGING DIRECTOR** Graham Lundie  
**DESCRIPTION** Carbonated beverage manufacturers and contract packers; P.E.T bottle manufacturer sister company.

**KEY PRODUCTS** Contract beverage filling

**BRANDS** Jolly, house brands

**OWNERS** Lundie family 50%, Smith, Borich 50%

**CO. #** 803057/286873

**ADDRESS** 76 Lady Ruby Drive,  
East Tamaki,  
Auckland

**PHONE** +64 9 914 7180

**WEBSITE** www.tsplastics.nz

**FOUNDED** 1996/1986

**STAFF #** 50 + **SEASONAL #**

**REVENUE \$M** \$15 - \$20m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BIOBREW



**MANAGING DIRECTOR** Andre Prassinos  
**DESCRIPTION** Manufacturer of fresh probiotic microbial tools for sustainable farming across two locations in North and South Island; 91% ownership in LiveBrew daily probiotic beverage.

**KEY PRODUCTS** Probiotic beverage supplement

**BRANDS** LiveBrew, Equibrew, Clafbrew, Stockbrew,

**OWNERS** Hughes, Prassinos, Pearson & others

**CO. #** 2243451

**ADDRESS** Rotorua  
Bay of Plenty

**PHONE** 0508 2462 739

**WEBSITE** www.biobrew.net.nz  
www.livebrew.co.nz

**FOUNDED** 2009

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BLUEBIRD FOODS



**GENERAL MANAGER** Ali Hamza  
**DESCRIPTION** New Zealand's largest manufacturer of chips and snacks; major manufacturer of beverages; factory in Auckland; managed out of PepsiCo Australia & New Zealand; uses ~30,000 tonnes of potatoes each year.

**KEY PRODUCTS** Potato chips, corn chips, extruded and other salty snacks

**BRANDS** Bluebird, Doritos, Grain Waves, Copper Kettle, SunBites, LeSnak, Twisties, Cheezels, Rashuns, Burger Rings, Poppa Jacks, Nobbys, Red Rock Deli, Sunbites

**OWNERS** PepsiCo Inc. (NYSE: PEP) via PepsiCo ANZ Holdings (AU)

**CO. #** 163343

**ADDRESS** 124 Wiri Station Road,  
Manukau,  
Auckland

**PHONE** +64 9 262 8800

**WEBSITE** www.bluebird.co.nz  
www.pepsico.com.au

**FOUNDED** 1947

**STAFF #** 400 + **SEASONAL #**

**REVENUE \$M** \$155m (2018)  
Source: AR18

**HIGHLIGHTS** Sold Flemings muesli bar business to Prolife Foods in Dec '16; \$23m operating profit in FY18; 2018 new products to support New Zealand rugby

## BOOTLEGGERS BOTTLING CO



**FOUNDER** James Waugh  
**DESCRIPTION** Premium Craft Soda mixer manufacturers.

**KEY PRODUCTS** soda mixers (tonics, lemon, lime & bitters, ginger beer)

**BRANDS** Bootleggers

**OWNERS**

**CO. #** 4635379

**ADDRESS** 7 Asquith Terrace, Brooklyn,  
Wellington

**PHONE**

**WEBSITE** www.bootleggers.nz

**FOUNDED** 2013

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## BRENCHLEY

### ECOLOGY + CO

**CO-OWNER** Diana Miller

**DESCRIPTION** Alcohol free spirit manufacturer; based in Auckland; currently two "gins" in range; online and retail, hospitality venues; distribution arrangement with Lion.

**KEY PRODUCTS** Alcohol free spirits

**BRANDS** Ecology & Co

**OWNERS** Miller family

**CO. #** 5137641

**ADDRESS** 86 Calliope Road,  
Devonport,  
Auckland

**PHONE** +64 27 280 2828

**WEBSITE** www.ecologyandco.com

**FOUNDED** 2014

**STAFF #** 3 + **SEASONAL #**

**REVENUE \$M** \$1 - \$2m (2018)  
Source: Coriolis

#### HIGHLIGHTS

## BRIX & CO



**CEO** James Shortall

**DESCRIPTION** Family owned contract manufacturers of beverages (wine, non-alcoholic) in Auckland; full end-to-end service including packaging sourcing, production, bottling, testing, warehousing and shipping; production up to 200,000 bottles/day.

**KEY PRODUCTS** Beverages, wine, cider, spirits, nutraceuticals, kombucha

**BRANDS** Hunting Lodge (wine)

**OWNERS** Sutton Group (Sutton Family)

**CO. #** 6032656

**ADDRESS** 307 Waikoukou Valley Road  
Waimauku,  
Auckland

**PHONE** +64 9 964 0542

**WEBSITE** www.brix.co.nz

**FOUNDED** 2016

**STAFF #** 80 + **SEASONAL #** 10

**REVENUE \$M** \$20 - \$50m (2019) Est.  
Source: Coriolis

#### HIGHLIGHTS

## CH'I INTERNATIONAL



**MANAGING DIRECTOR** Ray Nicholls

**DESCRIPTION** Sparkling herbal beverage manufacturer; based in Auckland.

**KEY PRODUCTS** Sparkling beverages

**BRANDS** Ch'i

**OWNERS** Williamson, Nicholls

**CO. #** 364499

**ADDRESS** Unit A, 2 Sawmill Road,  
Riverhead,  
Auckland

**PHONE** +64 9 412 2348

**WEBSITE** www.chidrinks.com

**FOUNDED** 1987

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$2 - \$3m (2019) Est.  
Source: Coriolis

#### HIGHLIGHTS

Management buyout in 2019; plans for expansion after moving headquarters from Albany to Riverhead, Auckland; distribution agreement with Bundaberg Brewed Drinks to improve awareness, sales and distribution, Mar 20; looking for partners in US, UK and Canada

## CHIA



**MANAGING DIRECTOR** Chloe van Dyke

**DESCRIPTION** Manufacturer of chia, sparkling coconut water beverages; exports to Malaysia, Singapore, Australia; bottles at Nelson Bay Brewery in Stoke; over 200 stockists in NZ and expanding globally.

**KEY PRODUCTS** Chia and fruit juice drinks, sparkling coconut water, hemp smoothies, seeds and protein powders

**BRANDS** Chia, Chia Sisters,

**OWNERS** Van Dyke family, Le Gros

**CO. #** 3736936

**ADDRESS** 93 Pascoe Street,  
Annesbrook,  
Nelson

**PHONE** +64 3 547 9300

**WEBSITE** www.chia.co.nz

**FOUNDED** 2012

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

#### HIGHLIGHTS

Invested \$150,000 for custom built equipment and moved into new warehouse in '15; growth in Australia, launched coconut drinks, shifted to new factory and increased production with "Bottled in the Sun"; launched hemp smoothies '19 supported by FoodSouth in Christchurch



## COCA-COLA AMATIL NZ



**MANAGING DIRECTOR** Chris Litchfield

**DESCRIPTION** One of NZ's largest manufacturers and distributors of RTD beverages; manufacturer and distributor of The Coca-Cola Company's and the Monster Energy Company's beverage brands in NZ. The company has a rich heritage of providing NZers with access to great tasting beverages for over 100 years. Employs around 1,000 people throughout the country and indirectly creates thousands more jobs across the supply chain and with key suppliers.

**KEY PRODUCTS** Soft drinks, juices, water, flavoured dairy, alcoholic spirits, beer, cider, energy drinks, coffee

**BRANDS** International and local brands include: Coca-Cola, Pump, POWERADE, L&P, Zephyr Coffee, Jim Beam, Monster Energy, Fortune Favours, Schweppes, Fuze Tea, Kiwi Blue, Barista Bros, Keri

**OWNERS** Coca-Cola Amatil Limited (ASX:CCL)

**CO. #** 46860

**ADDRESS** The Oasis, Carbine Road, Mt Wellington, Auckland

**PHONE** 0800 262 226

**WEBSITE** www.ccamatil.co.nz  
www.ccamatil.com

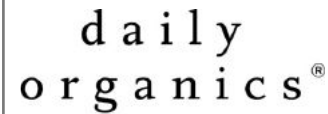
**FOUNDED** 1914

**STAFF #** 1,000 + **SEASONAL #**

**REVENUE \$M** \$635.5m (2019)  
Source: AR19 (NARTD only)

**HIGHLIGHTS** AON Hewitt Best Employer accreditation since 2016; First FMCG company to gain Rainbow Tick accreditation in 2015; One of the first companies in New Zealand to receive the Gender Tick All plastic bottles under 1 litre and water bottles in all sizes are made from 100% recycled plastic; 20% sugar reduction goal across its NARTD portfolio by 2025; Signatory on the Government's NZ Plastic Packaging Declaration; Committed to the Government's Healthy Kids Pledge

## DAILY ORGANICS



**DIRECTOR** Delwyn Ward

**DESCRIPTION** Boutique organic beverage company based in Matakana; biogro organic certified.

**KEY PRODUCTS** Kombucha, apple cider viengar

**BRANDS** Daily Organics

**OWNERS** Ward, Gwynne

**CO. #** 4676763

**ADDRESS** 2 Matakana Valley Road, Matakana, Auckland

**PHONE**

**WEBSITE** www.dailyorganics.com

**FOUNDED** 2013

**STAFF #** 3 + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## DKSH NEW ZEALAND



**MD- NZ** Russell Wilson

**DESCRIPTION** Global market expansion services provider, across consumer goods, performance materials and technology; acquired trademarks for Loaded Drinks.

**KEY PRODUCTS** Beverage, food products, performance materials, technology

**BRANDS** Loaded, Zero, Pure Energy, Illicit, The Natural Beverage Company of NZ, NOS liquid energy, Demon, Hunger Buster Liquid Fuel, The Big Chill

**OWNERS** DKSH AG

**CO. #** 6902814

**ADDRESS** 279 Railway Road, Milson Palmerston North, Manawatu-Wanganui

**PHONE** +64 508 356 5323

**WEBSITE** www.loadeddrinks.com

**FOUNDED** 1958/2018

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$149.8m (2018)  
Source: AR

**HIGHLIGHTS** Acquired beverages portfolio and brands from Davies Foods '18

## EAST IMPERIAL



**CO-FOUNDER/CEO** Tony Burt

**DESCRIPTION** Manufacturers of premium mixers; targeted at high end bars and restaurants; exports to over 30 countries with focus on Asia; hosts East Imperial Gin Jubilees across Asia to showcase gin; contract manufacturing at McCashins.

**KEY PRODUCTS** Tonic waters, soda water, ginger beer, ginger ale

**BRANDS** East Imperial Superior Beverages

**OWNERS** East Imperial Pte. Ltd

**CO. #** 4115480

**ADDRESS** Level 2, 27 Bath Street, Parnell, Auckland

**PHONE** +64 21 985 567

**WEBSITE** www.eastimperial.com

**FOUNDED** 2012

**STAFF #** 16 + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019)  
Source: Company

**HIGHLIGHTS** East Imperial is a premium mixer brand, exported to over 30 countries and found in the world's leading high-end luxury locations. Noted as one of the global leaders in the category, East Imperial have successfully positioned themselves as the more discerning and ultra premium choice within the category. The direct result of a strong brand narrative, ingredient sources, and flavours.

## ECOWAI



**MANAGING DIRECTOR** Barry Hillyer

**DESCRIPTION** Bottled water company based in Putaruru, sourcing the Blue Spring Te Waihou Spring; uses 100% recycled plastic and glass.

**KEY PRODUCTS** still water, sparkling water

**BRANDS** Ecowai

**OWNERS** Hillyer

**CO. #** 2089655

**ADDRESS** 34 Domain Road, Lichfield, Waikato

**PHONE** +64 9 352 9100

**WEBSITE** www.ecowai.co.nz

**FOUNDED** 2008

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## EDEN JUICE



**FOUNDER** Gary Bignell

**DESCRIPTION** Fruit Juice Manufacturer based in Alexandra, Central Otago and Hastings, Hawke's Bay. Specialising in Pure Juices made from high quality berries with good health properties.

**KEY PRODUCTS** Cherry juice, blueberry juice, Sparkling Juice range

**BRANDS** Eden Orchards

**OWNERS** Bignell Family 70%, Gourmet Paprika 30%

**CO. #** 6329547

**ADDRESS** 49 Boundary Road, Alexandra, Central Otago

**PHONE** +64 21 708 844

**WEBSITE** www.edenorchards.co.nz

**FOUNDED** 2017

**STAFF #** 10 + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2020) Est.  
Source: Coriolis

**HIGHLIGHTS** New cherry juice products finalists in the 2018 Fine Food New Zealand Most Innovative Retail Grocery Product category

## EDEN ORCHARDS



**FOUNDER** Gary Bignell

**DESCRIPTION** Fruit grower, marketer, exporter; 30 ha of cherry orchard in Waihopai Valley, Marlborough; Eden Orchards (growing), Legacy Cherries (export sales), Cherry Club (corporate sales), Eden Orchards Cherry juice; source 40ha from Central Otago; Eden Juice partnership with Gourmet Paprika

**KEY PRODUCTS** Cherries, apricots, nectarines, peaches, cherry juice, sparkling cherry juice

**BRANDS** Eden Orchards

**OWNERS** Bignell

**CO. #** 3980659

**ADDRESS** 825 Waihopai Valley Road, Blenheim, Marlborough

**PHONE** +64 3 572 4406

**WEBSITE** www.edenorchards.co.nz

**FOUNDED** 2010

**STAFF #** 2 + **SEASONAL #** 120

**REVENUE \$M** \$2 - \$5m (2017)  
Source:

**HIGHLIGHTS** New cherry juice products finalists in the 2018 Fine Food New Zealand Most Innovative Retail Grocery Product category

## ELLIOTT CORPORATION



**OWNER** Glenn Elliott

**DESCRIPTION** Organic kiwifruit beverage manufacturer based in Auckland.

**KEY PRODUCTS** Juice Beverage

**BRANDS** King of Kiwi

**OWNERS** Elliott, Le Quesne

**CO. #** 4259338

**ADDRESS** 202 Karangahape Road, Auckland

**PHONE** +64 9 975 0651

**WEBSITE** www.kingofkiwi.co.nz

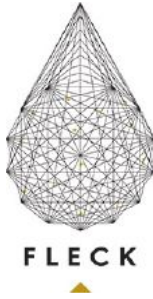
**FOUNDED** 2013

**STAFF #** 6 + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## FLECK WATER



**DIRECTOR** Craig Purdy

**DESCRIPTION** Artisan bottled water company from Queenstown.

**KEY PRODUCTS** Bottled water

**BRANDS** Fleck

**OWNERS** Purdy and Robinson

**CO. #** 7642177

**ADDRESS** 2485 Gibbston Highway,  
Queenstown,  
Otago

**PHONE** +64 204 189 7232

**WEBSITE** www.fleck.co.nz

**FOUNDED** 2019

**STAFF #** 2 + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Fleck sparkling mineral water launched Dec 2019;  
Silver Medal at Outstanding NZ Food Producers  
Awards 2020

## FOR THE BETTER GOOD

# FOR THE BETTER GOOD.

**CEO** Jayden Klinac

**DESCRIPTION** Bottled water, bottles made from plants; closed  
system of distribution and collection.

**KEY PRODUCTS** Bottled Water

**BRANDS** For the Better Good water

**OWNERS** Klinac, others

**CO. #** 5968327

**ADDRESS**

**PHONE** +64 27 318 8998

**WEBSITE** www.forthebettergood.com

**FOUNDED** 2016

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0 - \$0.5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## FOUNTAIN DRINKS



**MANAGING  
DIRECTOR** Gary Robertson

**DESCRIPTION** Specialist manufacturer of postmix syrups (18  
standard range flavours) and dispensing  
equipment.

**KEY PRODUCTS** Postmix syrups, cold brew coffee, cordials,  
dispensing equipment

**BRANDS** Fountain drinks

**OWNERS** Private (Robertson)

**CO. #** 875817

**ADDRESS** 89 Hugo Johnston Drive  
Penrose,  
Auckland

**PHONE** +64 9 525 0892

**WEBSITE** www.fountaindrinks.co.nz

**FOUNDED** 1997

**STAFF #** 8 + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## FOXTON FIZZ



**MANAGING  
DIRECTOR** Matt Watson

**DESCRIPTION** Carbonated beverage manufacturing company;  
established over 100 years ago, now  
manufacturing in Auckland and distribute out of  
Foxton.

**KEY PRODUCTS** carbonated beverages

**BRANDS** Foxton Fizz

**OWNERS** Private NZ; 46% Wilson and Watson others

**CO. #** 1805320

**ADDRESS** 8 Whyte Street,  
Foxton,  
Manawatu-Wanganui

**PHONE** +64 6 363 8271

**WEBSITE** www.foxtonfizz.co.nz

**FOUNDED** 1918/2006

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## FRUCOR SUNTORY NEW ZEALAND



**CEO** Darren Fullerton

**DESCRIPTION** Leading Australasian drinks company origins dating back to the early 1960s making juice from unwanted export fruit. Frucor became part of the Suntory Group 2009. Two sites in New Zealand (Auckland and Hawke's Bay) and one in Sydney. Manufactures 20m cases of drinks/year from its south Auckland plant; bottles and distributes PepsiCo products in NZ.

**KEY PRODUCTS** Energy drinks, juice, sports drinks, water, carbonated soft drinks, kombucha

Frucor Suntory's brands include V Energy, Just Juice, Fresh Up, Simply Squeezed, h2go, NZ

**BRANDS** V Energy, Just Juice, Fresh Up, McCOY, Mizone, Simply Squeezed, h2go, NZ Natural, Amplify kombucha, Rockstar, Suntory BOSS Coffee, Ribena, Lucozade. Licensed bottler for Pepsi,

**OWNERS** Suntory Holdings Ltd (Kotobuki Realty 90%, others)

**CO. #** 913026

**ADDRESS** 86 Plunket Avenue, Manukau City, Auckland

**PHONE** +64 9 250 0100

**WEBSITE** www.frucorsuntory.com

**FOUNDED** 1962

**STAFF #** 770 + **SEASONAL #**

**REVENUE \$M** \$447m (2018)  
Source: AR18

**HIGHLIGHTS** Launched V Energy in 1997; Frucor Australia started trading in 2001; millionth can of V produced in 2002. Suntory purchases Frucor in 2009; licensing agreement with Rockstar in AU and NZ signed in 2011; new R&D Centre opens in Auckland 2014. Became Frucor Suntory in 2017, launched Amplify kombucha in 2018 and Suntory BOSS Coffee in 2019. Employ over 1,000 people, including 285 in Australia.

## GLENORIE INTERNATIONAL



**MANAGING DIRECTOR** Alan Smith

**DESCRIPTION** Super premium NZ artesian water, includes gold leaf packed in an embossed gold foil package and giftbox option; NZ Gold is a division of Glenorie International.

**KEY PRODUCTS** Bottled water still

**BRANDS** New Zealand Gold

**OWNERS** Smith 75%, Jones 25%

**CO. #** 103428

**ADDRESS** 39 Woodside Ave, Northcote, Auckland

**PHONE** +64 9 419 4071

**WEBSITE** www.nzgoldartesian.com

**FOUNDED** 1978

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## GOJU



**OWNER** Tom Hartles

**DESCRIPTION** Wellness shots co-developed and produced at the FoodBowl in Auckland; 60ml bottles.

**KEY PRODUCTS** Wellness tonic

**BRANDS** Goju

**OWNERS** Hartles family (80%), Parker (17%)

**CO. #** 6259952

**ADDRESS** Auckland

**PHONE**

**WEBSITE** www.gojushots.com

**FOUNDED** 2017

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## GOOD FIZZ



**OWNER** Verity Tarrant

**DESCRIPTION** Kombucha, Kefir and fermented sauerkraut company based in Orewa.

**KEY PRODUCTS** Beverages kombucha and kefir, sauerkraut

**BRANDS** Good Fizz

**OWNERS** Tarrant

**CO. #** 6842037

**ADDRESS** 444 Hibiscus Coast Highway, Orewa, Auckland

**PHONE**

**WEBSITE**

**FOUNDED** 2018

**STAFF #** 2 + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## GOODBUZZ BEVERAGE CO



**MANAGING DIRECTOR** Alex Campbell

**DESCRIPTION** Manufacturer of Kombucha based in Tauranga.

**KEY PRODUCTS** kombucha

**BRANDS** GoodBuzz

**OWNERS** Campbell 42%, Gatward 33%, Lion NZ 25%

**CO. #** 5290782

**ADDRESS** 129a Malene Street, Greerton, Tauranga, Bay of Plenty

**PHONE** +64 7 543 5126

**WEBSITE** www.goodbuzz.nz

**FOUNDED** 2014

**STAFF #** 8 + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Lion acquires 25% in '17, moved operation to Tauranga, kegging line installed '18

## GREENLEAF ORGANICS

greenleaf organics

**CO-OWNERS** C & M Priddy

**DESCRIPTION** Biogro organic Switchel apple cider vinegar beverage and tonic company based in Auckland.

**KEY PRODUCTS** Switchel beverage tonics and shots, hemp and cashew milk, Globrews beverage powder

**BRANDS** Greenleaf Organics

**OWNERS** Priddy

**CO. #** 4363318

**ADDRESS** 326 New North Road, Kingsland, Auckland

**PHONE** +64 9 379 0817

**WEBSITE** www.greenleaforganics.co.nz

**FOUNDED** 2013

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## GUTSY GOOD FOOD

gutsy.

**OWNER** Julia Endres

**DESCRIPTION** Manufacturer of kombucha based in Waikato.

**KEY PRODUCTS** kombucha beverages

**BRANDS** Gutsy

**OWNERS** Endres

**CO. #** 6112977

**ADDRESS** 7 Silva Crescent, Hamilton, Waikato

**PHONE**

**WEBSITE** www.gutsy.co.nz

**FOUNDED** 2016

**STAFF #** 3 + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## HAKANOA HANDMADE DRINKS

HAKANOA

**DIRECTOR** Rebekah Hay

**DESCRIPTION** Traditional ginger beer and syrup manufacturers; based in Auckland; contract brewed in Tauranga.

**KEY PRODUCTS** Ginger beer, chai and cafe syrups, ginger syrups, dressings

**BRANDS** Hakanoa

**OWNERS** Hay 62%, King 18%, Hawthorn 10%, Gilkison 10%

**CO. #** 2375710

**ADDRESS** c/- Level 2, 161 Manukau Road, Epsom, Auckland

**PHONE** +64 21 505 225

**WEBSITE** www.hakanoa-handmade.co.nz

**FOUNDED** 2009

**STAFF #** 3 + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## HALO WHOLEFOODS



**CEO, CO-FOUNDER** Richard Skelton

**DESCRIPTION** Organic flavoured sparkling water sourced from North Island springs.

**KEY PRODUCTS** flavoured water

**BRANDS** Isle Organic

**OWNERS** HT Elos

**CO. #** 6186156

**ADDRESS** Level 4, 17 Albert Street, Auckland

**PHONE** +64 9 222 4572

**WEBSITE** www.isleorganic.co.nz

**FOUNDED** 2016

**STAFF #** 4 + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Expanding across Singapore and Australia

## HANSELLS MASTERTON



**EXECUTIVE CHAIRMAN** Alan Stewart

**DESCRIPTION** Contract manufacturer specialist based in Masterton, also trading as Hansells (NZ); acquired assets of Finest Foods Products from receivers 2019; acquired Nutralac Nutrition (AU); a fifth of production in Masterton exported to Australia.

**KEY PRODUCTS** powder blending, powder packing, liquid blending and packing, product development, syrups,

**BRANDS** Hansells, Kapiti Kitchen, The Goodness, Supreme, Replace, Covert, Plant Pro, Elite, Horleys

**OWNERS** Stewart 27.5%, Dr Oetker Queen AU 25%, others

**CO. #** 2777

**ADDRESS** 160 State Highway 2, RD 11 Masterton, Wairarapa

**PHONE** +64 6 370 0200

**WEBSITE** www.hansellsmasterton.co.nz

**FOUNDED** 1934

**STAFF #** 62 + **SEASONAL #**

**REVENUE \$M** \$20 - \$30m (2019) Est.  
Source: Company

**HIGHLIGHTS** Acquired assets of Finest Foods Products from receivers 2019; acquired Nutralac Nutrition (AU) 2020

## HAPI



**CO-OWNER** Natalia Harrington

**DESCRIPTION** Premium bottled water manufacturer based in Nelson, supplying New Zealand restaurants and cafes.

**KEY PRODUCTS** Still water, sparkling water

**BRANDS** Woter

**OWNERS** Harrington, Pirc

**CO. #** 5741427

**ADDRESS** 126 Trafalgar Street, Nelson

**PHONE** +64 3 928 0142

**WEBSITE** www.woter.nz

**FOUNDED** 2015

**STAFF #** 4 + **SEASONAL #**

**REVENUE \$M** \$0.3 - \$0.7m (2019)  
Source: Company

**HIGHLIGHTS** Silver medal at the 30th Berkeley Springs International Water Tasting completion for packaging and branding out of 720 entries from 16 countries

## HAPPY BELLY FERMENTS



**OWNER** Jo Kempton

**DESCRIPTION** Manufacturer of water kefir and kombucha beverages.

**KEY PRODUCTS** Kombucha, Water Kefir

**BRANDS** Happy Belly Ferments

**OWNERS** Kempton

**CO. #** 9429046843838

**ADDRESS** Greytown, Wairarapa

**PHONE** +64 21 151 0914

**WEBSITE** www.happybellyferments.co.nz

**FOUNDED** 2015

**STAFF #** 1 + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**



## HARPOON COFFEE



**MANAGING DIRECTOR** Arjun Haszard  
**DESCRIPTION** Boutique cold brew coffee company based in Dunedin; wholesaling through Hancocks.

**KEY PRODUCTS** Ready to Drink and concentrate cold brew coffee

**BRANDS** Harpoon Cold Brew Coffee

**OWNERS** Haszard, Rowe, Coxhead

**CO. #** 5849985

**ADDRESS** 269A Royal Road  
Massey,  
Auckland

**PHONE** +64 210 311 128

**WEBSITE** www.harpooncoldbrew.co.nz

**FOUNDED** 2015

**STAFF #** 3 + SEASONAL #

**REVENUE \$M** \$0.5 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## INFINITY LIFESTYLE GROUP NZ

**nakd**  
L U X U R Y



ARTESIAN WATER  
New Zealand

**CEO** Adrian Shaw

**DESCRIPTION** Bottled water company sourcing water in Otakiri Aquifer, exporting to Singapore, other Asian Countries and Middle East, Lion distribution in NZ.

**KEY PRODUCTS** bottled water; still, sparkling glass, PET and box

**BRANDS** Nak'd

**OWNERS** Infinity Lifestyle Group Pte

**CO. #** 9429041055885

**ADDRESS** Otakiri, Whakatane  
Bay of Plenty

**PHONE** +65 9820 6002

**WEBSITE** www.nakdwater.com

**FOUNDED** 2015

**STAFF #** 3 + SEASONAL #

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## JUICE PRODUCTS NEW ZEALAND



**CHIEF EXECUTIVE** Akira Yabuuchi

**DESCRIPTION** Manufacturer of fruit and vegetable juices, concentrates, purees, blends; facility in Timaru; export to Asia, USA, AU; processes 70,000t, 70% of NZ carrot crop.

**KEY PRODUCTS** Carrot and fruit juice concentrate, fruit and vegetable purees, fruit and vegetable pulp

**BRANDS**

**OWNERS** Sumitomo Corporation (TYO:8053) via Summit Fresh Foods New Zealand Limited

**CO. #** 1207153

**ADDRESS** 55 Sheffield Street,  
Washdyke, Timaru,  
Canterbury

**PHONE** +64 3 687 4170

**WEBSITE** www.jp-nz.com  
www.sumitomocorp.co.jp

**FOUNDED** 1993

**STAFF #** 36 + SEASONAL # 24

**REVENUE \$M** \$36m (2019)  
Source: AR19

**HIGHLIGHTS** Acquired by Sumitomo Corp in '14; invested \$1.5m on new aseptic production and puree extraction lines in '15; expanding laboratory facilities in '17; new CEO in '17; Total assets \$55m '19

## JUST LIFE GROUP



**CEO** Tony Falkenstein

**DESCRIPTION** Enhancing lives' through the supply of Just Water coolers and water to offices and homes as well as Univent ventilation systems and Solatube skylights to homes throughout New Zealand.

**KEY PRODUCTS** Water coolers, water filters, Univent ventilation, Solatube tubular skylights

**BRANDS** Just Water, My Wally, Univent, Solatube, Hometech

**OWNERS** (NZX:JLG) The Harvard Group (Falkenstein family, Malcolm) 69%, others

**CO. #** 368825

**ADDRESS** 103 Hugo Johnston Drive,  
Penrose,  
Auckland

**PHONE** +64 9 630 1300

**WEBSITE** www.jlg.co.nz  
www.justwater.co.nz  
www.univent.co.nz  
www.solatube.co.nz

**FOUNDED** 1989

**STAFF #** 120 + SEASONAL #

**REVENUE \$M** \$30m (2020)  
Source: Company

**HIGHLIGHTS** Sold Australian business, Just Water Australia to Waterlogic in '15; acquired bottling plant for \$3.3m in '16; acquired Hometech in '18, ventilation, skylights and attic stairs business, acquired Univent in 2019 to add ventilation product line; shifted head office and warehouse to Auckland from Wellington

## KARMA COLA



**CO-FOUNDER** Chris Morrison

**DESCRIPTION** Manufacturer of Fairtrade organic craft sodas; sale proceeds go back to Sierra Leone cola growers; supply into hospitality and cafes; manufacturing in NZ & UK; Karma Cola Pty Ltd (AU); Karma Cola UK (UK/EU); exports to 25 countries including Singapore, Macau, Hong Kong, Japan and Taiwan.

**KEY PRODUCTS** Cola, lemonade, sparkling fruit flavoured waters (cans and bottles)

**BRANDS** Karma Cola, Lemmy, Gingerella, All Good & Sparkling, Switcher, kombucha

**OWNERS** Morrison, Cairns, Redden, Coley, others

**CO. #** 4458783

**ADDRESS** 72 Williamson Avenue, Auckland

**PHONE** +64 9 360 9691

**WEBSITE** [www.allgoodorganics.co.nz](http://www.allgoodorganics.co.nz)  
[www.karmacola.co.nz](http://www.karmacola.co.nz)

**FOUNDED** 2013

**STAFF #** 20 + **SEASONAL #**

**REVENUE \$M** \$10 - \$15m (2019) Est.  
Source: *Company*

**HIGHLIGHTS** Raises over \$100,000/annum for KC Foundation supporting cola nut growers in Sierra Leone; rebranded to Karma Drinks; Drink no evil branding in the UK

## KEEP IT REAL



**DIRECTOR** Kelli-Jo Walker

**DESCRIPTION** Fermented food and beverage manufacturer based in Auckland, distributing to organic and specialist stores in NZ.

**KEY PRODUCTS** Wild kefir soda beverages, kraut, kimchi

**BRANDS** Forage and Ferment

**OWNERS** Walker and Allen

**CO. #** 6166403

**ADDRESS** 272 Clevedon-Kawakawa Road, Clevedon, Auckland

**PHONE** +64 21 883 562

**WEBSITE** [www.forageandferment.co.nz](http://www.forageandferment.co.nz)

**FOUNDED** 2016

**STAFF #** 4 + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$3m (2019) Est.  
Source: *Coriolis*

**HIGHLIGHTS** Winners of the Outstanding NZ Food Producers Awards 2020

## KIWI BEVERAGES



**MANAGING DIRECTOR** David Thexton

**DESCRIPTION** Locally owned and operated, beverages manufacturer based in Auckland; franchise system for sales and distribution; 12 exclusive brands.

**KEY PRODUCTS** Juice, beverages, flavoured water, water, energy drinks

**BRANDS** Rio Gold, Rio Little Fruitti, Dirty Dog Energy, Kiwi Fizz, Frutee Fabulous Fruits, TIKI Guaran Energy, IKON Energize, Crazy Kea Spring Water, Berry Good

**OWNERS**

**CO. #**

**ADDRESS** 4/5 76 Hunua Road, Papakura, Auckland

**PHONE** 0275 093 381

**WEBSITE** [www.kiwibeverages.co.nz](http://www.kiwibeverages.co.nz)

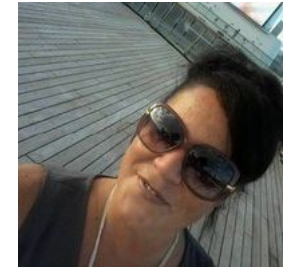
**FOUNDED** 2019

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: *Coriolis*

**HIGHLIGHTS**

## KIWI KAI NELSON



**OWNER** Reni Wereta-Gargiulo

**DESCRIPTION** Specialised food retailing company based in Nelson also owns Atutahi beverages brand using native botanicals; produced by Kombucha Bros.

**KEY PRODUCTS** Food retailing; RTD adult beverages

**BRANDS** Atutahi

**OWNERS** Gargiulo

**CO. #** 6270510

**ADDRESS** 41 Halifax Street, Nelson

**PHONE** +64 21 029 86209

**WEBSITE** [www.atutahi.nz](http://www.atutahi.nz)

**FOUNDED** 2017

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$1m (2019) Est.  
Source: *Coriolis*

**HIGHLIGHTS**

## KIWIFRUIT PROCESSING COMPANY



**CO-OWNER** Grant Jeffrey

**DESCRIPTION** Producers of kiwifruit purees and by-products based in Tauranga; products used as ingredient in food and beverage products, pharmaceutical and nutraceutical applications; export to Asia, Europe and the Americas (over 20 countries); multiple Chamber of Commerce and Export Business award winner.

**KEY PRODUCTS** Green and gold kiwifruit puree, kiwifruit seed, freeze-dried powder

**BRANDS** Kiwifruitz

**OWNERS** GB Jeffrey Family Trust, CE & RA Jeffrey

**CO. #** 1106196

**ADDRESS** 37 Newnham Road,  
Te Puna, Tauranga,  
Bay of Plenty

**PHONE** +64 7 552 5513

**WEBSITE** www.kiwifruitz.co.nz

**FOUNDED** 2000

**STAFF #** 7      + **SEASONAL #** 14

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Invested in automated pouch line for blast frozen puree in '14; expanded seed exports in '15; expanded puree exports in '16; increasing gold puree export from 2019; organically certified since early 2000's

## KOMBUCHA BROS



**MANAGING DIRECTOR** Brandon Turnage

**DESCRIPTION** Craft Kombucha beverage company based in Nelson, selling in cans and glass; Atutahi range uses native botanicals; hopped kombucha; also makes hard alcoholic kombucha; ability to service 360,000l/yr.

**KEY PRODUCTS** Kombucha beverages in 330ml cans and glass at 330mls 1.25L, 2L glass riggers, plus alcoholic kombucha and cocktails

**BRANDS** Kombucha Bros, Atutahi

**OWNERS** Turnage and others

**CO. #** 7454876

**ADDRESS** 70 Achillies Ave  
Nelson

**PHONE** +64 3 548 2126

**WEBSITE** www.kombuchabros.co.nz

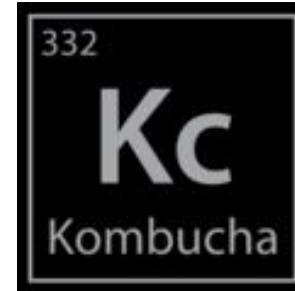
**FOUNDED** 2019

**STAFF #** 3      + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## KOMBUCHA CITY



**OWNER** Gail Matthew

**DESCRIPTION** Locally owned and operated artisan kombucha brewery, producing hand crafted beverages. Available in three flavours. Sold online and into retail and hospitality venues. Based in Auckland.

**KEY PRODUCTS** Kombucha

**BRANDS** Kc Kombucha

**OWNERS** Matthew

**CO. #** 6096015

**ADDRESS** 15 Dee Place, Torbay  
Auckland

**PHONE** +64 27 488 2934

**WEBSITE** www.kombuchacity.co.nz

**FOUNDED** 2016

**STAFF #** 1      + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019)  
Source: Company

**HIGHLIGHTS**

## LIFEFORCE WATER

Lifeforce Tonics

**CO-OWNER** Steve Papps

**DESCRIPTION** Tonic and beverage company.

**KEY PRODUCTS** Tonics and beverages, minerals, health supplements

**BRANDS** Lifeforce Tonic, Granite

**OWNERS** Papps

**CO. #** 6267852

**ADDRESS** Hamilton  
Waikato

**PHONE** +64 7 824 8420

**WEBSITE** www.lifeforcetonics.co.nz

**FOUNDED** 2017

**STAFF #**      + **SEASONAL #**

**REVENUE \$M** \$0 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## LION NZ



**MANAGING DIRECTOR** Rory Glass

**DESCRIPTION** Lion NZ is New Zealand's largest alcoholic beverage company; also manufactures other beverages; Wither Hills winery in Marlborough; breweries in Dunedin, Auckland, Christchurch, Wellington; contract bottling plant in Auckland; Liquor King retail stores.

**KEY PRODUCTS** Beer, wine, spirits, RTDs, cider, seltzer, non alcoholic beverages, kombucha, coffee, water

**BRANDS** Steinlager, Macs, Panhead, Harrington's, Emerson's, Speights, Little Creatures, The Fermentist, Lion Red, Lion Brown, Waikato Draught, Wither Hills, Lindaeur, Havana, Teza,

**OWNERS** Kirin (TYO: 2503) via National Foods Holdings & Lion Nathan (AU)

**CO. #** 33986/ 1035696

**ADDRESS** 27 Napier Street, Freemans Bay, Auckland

**PHONE** +64 9 347 2000

**WEBSITE** www.lionco.com  
www.kirinholdings.co.jp  
www.drinkscollective.nz

**FOUNDED** 1860/1968/1977

**STAFF #** 1,200 + **SEASONAL #**

**REVENUE \$M** \$617.6m (2018)  
Source: AR18 (combined)

**HIGHLIGHTS** Acquired Havana Coffee Dec '18; acquired 25% share in GoodBuzz Beverage Co in '17; acquired Harrington's Breweries in Jul '18; sold Yoplait assets to Goodman Fielder '18; opened The Fermentist sustainable brewery in ChCh June '18; opened Little Creatures Brewery Hobsonville Feb '19; changed name from Lion - Beer, Spirits & Wine (NZ) to Lion NZ Oct '18; acquired Teza Tea in '19; partnership with Vista water company '19

## LITTLE ELEPHANT TONICS



**CO-FOUNDER** Courtney Rickey

**DESCRIPTION** Tumeric based tonic beverage shots.

**KEY PRODUCTS** tonic beverage

**BRANDS** Little elephant

**OWNERS** Rickey, Govorko

**CO. #** 7686896

**ADDRESS** 25D Ashfield Road, Auckland

**PHONE** +64 20 4189 4184

**WEBSITE** www.littleelephant.co

**FOUNDED** 2019

**STAFF #** 2 + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## LIVING DRINKS



**DIRECTOR** Mark Hamilton

**DESCRIPTION** Natural kefir soda beverage produced in the Hawkes Bay; 4 flavours.

**KEY PRODUCTS** kefir soda

**BRANDS** Redeem

**OWNERS** Epicurean Dairy Holdings (Epic Nominees 46.5%, Shehav 29%, others)

**CO. #** 7308096

**ADDRESS** 119 Lansford Crescent, Avondale, Auckland

**PHONE**

**WEBSITE** www.redeemdrinks.com

**FOUNDED** 2019

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0.2 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## LOFT FOODS



**CO-FOUNDER** Michael Wafelbakker

**DESCRIPTION** Foodservice and contract manufacturing sauces, condiments and beverages for foodservice.

**KEY PRODUCTS** Sauces, jams, condiments, paste, mayonnaise, relish, soda syrups

**BRANDS** Loft Kitchen, Spoon,

**OWNERS** Wafelbakker, Hansen, 74%, The Produce Company 25%

**CO. #** 5020060

**ADDRESS** 12 Brigade Road Mangere, Auckland

**PHONE** +64 9 600 5754

**WEBSITE** www.loftfoods.co.nz

**FOUNDED** 2014

**STAFF #** 28 + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## MAKAN DISTILLERS



**DIRECTOR** Manher Patel

**DESCRIPTION** Beverage manufacturer; factory in Otahuhu, Auckland.

**KEY PRODUCTS** Bottled water, carbonated soft drinks, ginger beer, mixers, juice

**BRANDS** Makan, Flow, Caribrew, GoldRush, Major Phineas Dingleberry's, Starz, Sunrise Juice, WAI Coco Flavoured Water

**OWNERS** Patel family

**CO. #** 1137188

**ADDRESS** 15 Weka Street, Otahuhu, Auckland

**PHONE** +64 9 276 8185

**WEBSITE** www.makan.co.nz

**FOUNDED** 2001

**STAFF #** 35 + SEASONAL #

**REVENUE \$M** \$7 - \$12m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## MAMA'S BREW SHOP



**CO-OWNER** Liv McGregor

**DESCRIPTION** Craft Kombucha and collaboration with Thompson's Victor Gin to produce an alcoholic cocktail in a can with kombucha and gin; based in Helensville.

**KEY PRODUCTS** Kombucha (bottles and keg) and cocktails in a can

**BRANDS** Mama's Brew Shop, Happy Hour

**OWNERS** McGregor, Schliebs

**CO. #** 6016310

**ADDRESS** 16 Rautawhiri Road, Helensville, Auckland

**PHONE** +64 221 549 624

**WEBSITE** www.mamasbrewshop.com

**FOUNDED** 2016

**STAFF #** 2 + SEASONAL #

**REVENUE \$M** \$0.5 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## MAMAKU BLUE BERRIES



**OWNER** Harry and Anne Frost

**DESCRIPTION** Blueberry and gooseberry farm, orchard and winery with function centre; first established orchard in 1980's; producing blueberry wine.

**KEY PRODUCTS** Blueberry juice, wine, sauce, jam, fresh, frozen, dried, powder, chocolate bar

**BRANDS** Mamaku Blue

**OWNERS** Frost family

**CO. #** 1054606

**ADDRESS** 311 Maraeroa Road, RD 1, Rotorua

**PHONE** +64 7 332 5840

**WEBSITE** www.mamakublue.co.nz

**FOUNDED** 2000

**STAFF #** + SEASONAL #

**REVENUE \$M** \$m ()  
Source:

**HIGHLIGHTS**

## MAURIORA KOMBUCHA



**CO-FOUNDER** Natalia Kirwan

**DESCRIPTION** Kombucha beverage company with four flavours, based in Christchurch.

**KEY PRODUCTS** Kombucha

**BRANDS** Mauriora Kombucha

**OWNERS** Kirwan, Gibbs

**CO. #** 7136673

**ADDRESS** 414 Woolley Street, Avondale, Christchurch, Canterbury

**PHONE**

**WEBSITE** www.mauriorakombucha.nz

**FOUNDED** 2018

**STAFF #** + SEASONAL #

**REVENUE \$M** \$0.5 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**



## MCCASHIN'S BREWERY



**GENERAL MANAGER** Scott McCashin

**DESCRIPTION** Beverages manufacturer based in Nelson; craft beer brewery, cider and non-alcoholic beverages; contract brewing and bottling; tours, restaurant and beer garden; contract brews for Maa Breweries; branch office in Taiwan, 4 staff; McCashin's Distilling Co; oak barrel operations.

**KEY PRODUCTS** Beer, cider, water, spirits

**BRANDS** Stoke, Rochdale, 26000 Vodka, The Cut, Palaeo

**OWNERS** McCashin, Le Gros via Ngakuta Limited

**CO. #** 2223762

**ADDRESS** 660 Main Road,  
Stoke,  
Nelson

**PHONE** +64 3 547 5357

**WEBSITE** www.mccashins.co.nz  
www.rochdalecider.co.nz  
www.stokebeer.co.nz

**FOUNDED** 2009

**STAFF #** 50 + **SEASONAL #**

**REVENUE \$M** \$12 - \$17m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** McCashin's Brewery Kitchen and Bar opened in '15; launched premium brand Palaeo Water, 14,000-30,000 year old water source, in '16; acquired Liquid Alchemy distilling business in Nov '16, incorporated into McCashin's Distilling Company, produces range of spirits incl. whiskey at brewery; acquired Nelson Cooperage, purchasing, reconditioning, selling oak barrels

## MELA



**CO-OWNER** Brian Belluomini

**DESCRIPTION** Juice company based in the Wairarapa, pressing and bottling apples, also producing cider and contract bottling juice; juice by apple varieties, all sourced in NZ.

**KEY PRODUCTS** Bottled apple and fruit juices, 330ml & 2L, cider

**BRANDS** Mela, Forecast Cider

**OWNERS** Wright, Belluomini, Vallance, McClure

**CO. #** 2235353

**ADDRESS** 112 Ahikouka Road  
Greytown,  
Wairarapa

**PHONE** +64 6 304 8012

**WEBSITE** www.mela.co.nz

**FOUNDED** 2009

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$3 - \$7m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## MILL ORCHARD



**CO-OWNERS** White family

**DESCRIPTION** Family owned 60 hectare apple and pear orchard producing fruit concentrates and beverages based in Loburn, Canterbury; distributed exclusively by Awana Sanctuary in Malaysia.

**KEY PRODUCTS** Fruit juice (250ml, 400ml, 1L, 3L)

**BRANDS** Mill Orchard

**OWNERS** White Family

**CO. #** 1245892

**ADDRESS** 31 Rossiters Road, Loburn  
Canterbury

**PHONE** +64 3 312 8333

**WEBSITE**

**FOUNDED** 2002

**STAFF #** 7 + **SEASONAL #** 10

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## MONA VALE BLUEBERRIES



**GENERAL MANAGER** Marco de Groot

**DESCRIPTION** Organic blueberry farm over 44 hectares supplying fresh and frozen, powdered and processed blueberry food products, cafe onsite; 30 varieties harvest November to May.

**KEY PRODUCTS** Fresh and frozen organic blueberries, organic blueberry juices, wine, powder

**BRANDS** Monavale Organic Blueberries

**OWNERS** De Groot and Banks families

**CO. #** 1241909

**ADDRESS** 178 Turkington Road, Monavale,  
Cambridge,  
Waikato

**PHONE** +64 0800 4 23774

**WEBSITE** www.monavaleblueberries.co.nz

**FOUNDED** 1985/2002

**STAFF #** 12 + **SEASONAL #** 120

**REVENUE \$M** \$m ()  
Source: Coriolis

**HIGHLIGHTS** BioGro certified for 35 years, punnets use recyclable PET



## MOTHER AND DAUGHTER



**OWNER** Barbara East

**DESCRIPTION** Premium cordial manufacturer based in Wanaka.

**KEY PRODUCTS** Cordial and sparkling ready to drink soda

**BRANDS** Mother & Daughter

**OWNERS** East and Rawlings

**CO. #** 6108831

**ADDRESS** 1 Hollyhock Lane  
Wanaka,  
Otago

**PHONE** +64 27 355 2431

**WEBSITE** [www.motheranddaughter.co.nz](http://www.motheranddaughter.co.nz)

**FOUNDED** 2016

**STAFF #** 2 + SEASONAL #

**REVENUE \$M** \$0.2 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## NATURALLY PURE NEW ZEALAND



**CEO** Brett Tucker

**DESCRIPTION** Artesian water bottling company based in TaiTapu, Canterbury. Producing branded and private label bottles and boxes; also consents to take water at multiple locations around NZ.

**KEY PRODUCTS** Water bottled, boxed, bulk bladders

**BRANDS** Pure Waters of New Zealand, Aquazeal, SpringFresh

**OWNERS** Kittow, Sinclair, McHardy, others

**CO. #** 2237440

**ADDRESS** 364 Barnes Road, Tai Tapu,  
Canterbury

**PHONE** +64 3 329 6442

**WEBSITE** [www.naturallypurenz.com](http://www.naturallypurenz.com)

**FOUNDED** 2009

**STAFF #** + SEASONAL #

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## NEKTA NUTRITION



**MANAGING DIRECTOR** Adriana Tong

**DESCRIPTION** Specialist beverage manufacturer; specialising in kiwifruit and health beverages; manufacturing plant in Auckland; exports to China, UK, HK, Malaysia, Australia, Pacific.

**KEY PRODUCTS** Kiwifruit juices, blackcurrent juice, yoghurt powder mix, probiotics, colostrum powder

**BRANDS** Nekta, Liquid Kiwifruit, Liquid Kiwi, Yoghurt Mix

**OWNERS** Tong family 95%, Alpha Group 5%

**CO. #** 1981447

**ADDRESS** 7 Hautu Drive,  
Wiri,  
Auckland

**PHONE** +64 9 250 2789

**WEBSITE** [www.nekta.com](http://www.nekta.com)  
[www.newnekta.com](http://www.newnekta.com)

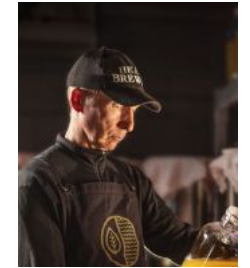
**FOUNDED** 1993

**STAFF #** 6 + SEASONAL #

**REVENUE \$M** \$3 - \$5m (2019) Est.  
Source: Company

**HIGHLIGHTS** Supplier of beverage and cocktail mix to Cathay Pacific First and Business Class; 2020 brand refresh to focus on probiotic and digestive benefits

## NEW LEAF KOMBUCHA



**CO-FOUNDER** Derek Hillen

**DESCRIPTION** Auckland based small batch brew organic manufacturer of kombucha; onsite taproom.

**KEY PRODUCTS** Kombucha beverages

**BRANDS** New Leaf

**OWNERS** Hillen Family

**CO. #** 6492733

**ADDRESS** 37 Crummer Road,  
Grey Lynn,  
Auckland

**PHONE** +64 9 360 0199

**WEBSITE** [www.newleafkombucha.nz](http://www.newleafkombucha.nz)

**FOUNDED** 2017

**STAFF #** 3 + SEASONAL #

**REVENUE \$M** \$0.2 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** New Zealand's first pure kombucha taproom.

## NEW ZEALAND ARTESIAN WATER

# E'STEL

**CEO** Andrew Strang

**DESCRIPTION** Water company based in Nelson, premium bottles plus sports bottle; still and sparkling; own modern plastic blow mould facility on-site; exporting to Australia, Caribbean, Qatar.

**KEY PRODUCTS** Bottled water, boxed water, glass and RPET

**BRANDS** E'stel

**OWNERS** Punakiki Fund, Strang, McLeod, Wood, Herring, others

**CO. #** 4766339

**ADDRESS** 93 Beatty Street, Annesbrook, Nelson

**PHONE** 64 3 547 2840

**WEBSITE** www.estel.nz

**FOUNDED** 2019

**STAFF #** 35 + SEASONAL #

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** In process to switching all bottles to 100% RPET (recycled plastic)

## NEW ZEALAND MIRACLE WATER



**CEO** Xinghong Ju

**DESCRIPTION** Bagged water manufacturer in a food grade aseptic manufacturing facility based in the Hawkes Bay; consent to take 670,000m<sup>3</sup>/yr; opened 2015; plans to export water to China.

**KEY PRODUCTS** bagged water, boxed water

**BRANDS** Hawkes Bay Water, HB Water

**OWNERS** Xinghong Ju (94%), NZ Spring International (CN; 6%)

**CO. #** 5723130

**ADDRESS** 145 Elwood Road, Waipatu Hastings, Hawke's Bay

**PHONE** +64 6 651 1991

**WEBSITE** www.nzmiracle.com

**FOUNDED** 2015

**STAFF #** 26 + SEASONAL #

**REVENUE \$M** \$1 - \$10m (2018) Est.  
Source: Coriolis

**HIGHLIGHTS** Recently established New Zealand New Water Ltd

## NEW ZEALAND QUALITY WATERS



**DIRECTOR** Magdaline Wee

**DESCRIPTION** Producers and exporters of premium spring water based beverages; water source is Blue Spring in Putaruru plus artesian water; bottling plant at source; contract bottling service; offices in Australia, Thailand, Hong Kong.

**KEY PRODUCTS** Still, lightly flavoured spring water beverages

**BRANDS** NZO Volcanic Spring Water, WAIZ

**OWNERS** NZO International 51%, Wee 49%

**CO. #** 1886777

**ADDRESS** 83 Domain Road, Putaruru, Waikato

**PHONE** +64 7 883 8499

**WEBSITE** www.nzqw.co.nz

**FOUNDED** 2006

**STAFF #** 20 + SEASONAL #

**REVENUE \$M** \$6 - \$8m (2016)  
Source: Company supplied

**HIGHLIGHTS** Brand refresh and new packaging in '16; planned expansion of exports to Australia and Singapore; website updated in '17; currently undergoing significant plant reorganisation with expected complete Jun '17

## NO UGLY

# NO UGLY®

**CO-FOUNDER** Jo Taylor

**DESCRIPTION** Wellness tonic beverage and cocktail manufacturer based in Auckland; supplied in glass and cans; developed in conjunction with FoodBowl.

**KEY PRODUCTS** Beverages and fruit tonic

**BRANDS** No Ugly, Denzien Gin

**OWNERS** Taylor, Underdown, others

**CO. #** 6382934

**ADDRESS** 41B Napier Street, Freemans Bay, Auckland

**PHONE**

**WEBSITE** www.nougly.nz

**FOUNDED** 2017

**STAFF #** 5 + SEASONAL #

**REVENUE \$M** \$1 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Collaboration with Denzien Gin

## NORTON ROAD ORGANICS AT 948



**DESCRIPTION** Organic produce and juice company based in the Hawkes Bay; Juice retailed at select organic stores across New Zealand.

**KEY PRODUCTS** Fruit, vegetables, Bottled juice beverages

**BRANDS** Norton Road Organics

**OWNERS**

**CO. #**

**ADDRESS** 948 Norton Road, Hasting, Hawke's Bay

**PHONE** +64 6 876 5671

**WEBSITE** [www.nortonroadorganicsat948.business.site](http://www.nortonroadorganicsat948.business.site)

**FOUNDED**

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## NZ DRINKS



**CEO** Tony Vesper

**DESCRIPTION** Bottled water manufacturer; dedicated, hi-tech automated water bottling facility sourcing water from site; currently 100m+ bottles for domestic market; capacity for 32,000 bottles/hr = 220m bottles/yr; private label plus branded production.

**KEY PRODUCTS** Still, sparkling bottled water, soda water, tonic water, ginger ale, etc.

**BRANDS** Pure NZ, Endeavour Drinks

**OWNERS** Osborne family 35.6%, Vesper 35.6%, others

**CO. #** 2463189

**ADDRESS** 2 Yashili Drive, Pokeno, Auckland

**PHONE** +64 9 276 2666

**WEBSITE** [www.nzdrinks.co.nz](http://www.nzdrinks.co.nz)

**FOUNDED** 2010

**STAFF #** 40 + **SEASONAL #**

**REVENUE \$M** \$25 - \$30m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** \$7m upgrade to production line in '18, enabling use of recycled plastic

## NZ JUICE GROUP



**MANAGING DIRECTOR** Owen Park

**DESCRIPTION** Juice processor; based in Hastings; exports to China and Taiwan.

**KEY PRODUCTS** Juice (orange, apple, kiwi, feijoa, pear, wild berry, peach, carrot and beetroot) in 250ml and 1L glass bottles

**BRANDS** NZ Natural Juice

**OWNERS** Zhang 70%, Zheng 30%

**CO. #** 4002138

**ADDRESS** 3 Railway Road, Whakatu, Hastings, Hawke's Bay

**PHONE** +64 6 870 1363

**WEBSITE** [www.nzjuice.co.nz](http://www.nzjuice.co.nz)

**FOUNDED** 2012

**STAFF #** 9 + **SEASONAL #**

**REVENUE \$M** \$4 - \$6m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Recent investment in automation and plant efficiencies

## OLBIES



**GENERAL MANAGER** Michael Tutty

**DESCRIPTION** Kombucha beverage manufacturer, Biogro certified organic, also using cold-pressed organic fruits & vegetables; distributed across New Zealand; subscription service.

**KEY PRODUCTS** Kombucha RTD beverages

**BRANDS** Batchwell

**OWNERS** Old, Darby, Toop

**CO. #** 6125927

**ADDRESS** 22C Fairfax Avenue, Penrose, Auckland

**PHONE** +64 21 617 703

**WEBSITE** [www.batchwell.com](http://www.batchwell.com)

**FOUNDED** 2016

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$3 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## ONE PURE INTERNATIONAL



**GENERAL MANAGER** Grant Verry

**DESCRIPTION** Water manufacturer producing still and sparkling water from the Heretaunga Plains in Hawke's Bay; consent to take 405,000m<sup>3</sup>/yr.

**KEY PRODUCTS** water still and sparkling, glass, pet, box

**BRANDS** OnePure

**OWNERS** Wang (CN, 75%), Kang (NZ, 25%)

**CO. #** 3986438

**ADDRESS** 114/191 Queen Street,  
Crombie Lockwood Tower,  
Auckland

**PHONE** +64 9 373 4476

**WEBSITE** www.onepure.co.nz

**FOUNDED** 2012

**STAFF #** 10 + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## ORAVIDA NZ



**MANAGING DIRECTOR** Julia Xu

**DESCRIPTION** Producer, processor, exporter and marketer; select premium New Zealand food and beverage products to China; multiple sales channels including ecommerce and own retail store in Shanghai; Oravida Waters water manufacturing facility.

**KEY PRODUCTS** bottled water, milk, yoghurt, ice cream, cherries, honey, seafood, lamb, wine

**BRANDS** Oravida, Oravida New Zealand Artesian Water

**OWNERS** Kauri NZ Investment Ltd

**CO. #** 2356805/5631588

**ADDRESS** 3rd Floor, 139 Quay Street,  
Auckland

**PHONE** +64 9 379 7308

**WEBSITE** www.oravida.com

**FOUNDED** 2011

**STAFF #** 17 + **SEASONAL #**

**REVENUE \$M** \$m ()  
Source:

**HIGHLIGHTS** Successfully procuring and exporting a range of premium NZ products throughout China; forging strong relationships with supply channels and working alongside premium NZ food brands; obtained a Certificate of Recognition from NZ Story in addition to becoming a member of the New Zealand FernMark Licence.

## OSOM FOODS



**FOUNDER** Abheek Patell

**DESCRIPTION** Ayurvedic prebiotic functional beverage, produced in Auckland.

**KEY PRODUCTS** Functional water beverage

**BRANDS** Osom

**OWNERS** Patel

**CO. #** 6446092

**ADDRESS** 27 Coronation Road, Mangere Bridge,  
Auckland

**PHONE** +64 0800 827 466

**WEBSITE** https://osom.co.nz

**FOUNDED** 2017

**STAFF #** 2 + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** NZ Artisan Awards Finalist, 2018; Singapore Labels and Packaging Award- Gold, 2019

## OTAKIRI SPRINGS

### OTAKIRI

**MANAGING DIRECTOR** Jim Robertson

**DESCRIPTION** Bottle water manufacturer; based in Whakatane.

**KEY PRODUCTS** Bottled water, still and sparkling

**BRANDS** Otakiri 932

**OWNERS** Young family 42%, Ker 13%, Whyte family, Gray 13%, others

**CO. #** 645828

**ADDRESS** 57 Johnson Road,  
Whakatane,  
Bay of Plenty

**PHONE** +64 7 322 8107

**WEBSITE** www.otakirisprings.com

**FOUNDED** 1994

**STAFF #** 8 + **SEASONAL #**

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Sale to Creswell NZ (Nongfu, CN) proposed and expansion plans in pipeline, resource consent granted for 1 billion litres (up from 438m)

## PACIFIC ROOTS



**CO-FOUNDER** Zbigniew Dumienki

**DESCRIPTION** Ready to drink green kava beverage from fresh kava roots, co-developed at the FoodBowl in Auckland; traditional ceremonial drink of the Pacific Islands.

**KEY PRODUCTS** RTD kava beverage

**BRANDS** Pacific Roots Kava

**OWNERS** Munsell, Dumienki

**CO. #** 7408696

**ADDRESS** Suite 3a 153 Stoddard Road,  
Mount Roskill,  
Auckland

**PHONE**

**WEBSITE** [www.pacificrootskava.com](http://www.pacificrootskava.com)

**FOUNDED** 2019

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## PARKERS BEVERAGE COMPANY

**PARKERS**  
BEVERAGE COMPANY



**MANAGING DIRECTOR** Doug Speedy

**DESCRIPTION** Beverage company producing a wide range of waters, juices etc; cold pressed apple plant producing apple for juices; based in Hawke's Bay.

**KEY PRODUCTS** Bottled, canned and cask water, wine, beer, aloe vera juice, coffee, juice

**BRANDS** Parkers, O Pure, Pure plus, 1835 Single Origin Coffee, Devine, Deco City, ABCD, Travelmate

**OWNERS** Speedy family 38%, Johnstone 27%, McAleese 15%, Walsh family, Campbell family 15%, Clark 3%, Davis 2%

**CO. #** 5359761

**ADDRESS** 38 Whakatu Road,  
Hastings,  
Hawke's Bay

**PHONE** +64 21 145 9609

**WEBSITE** [www.parkers.kiwi](http://www.parkers.kiwi)

**FOUNDED** 2014

**STAFF #** 12 + **SEASONAL #** 10

**REVENUE \$M** \$4 - \$7m (2019)  
Source: Company

**HIGHLIGHTS** Consent to take 140,000m<sup>3</sup> water from Hawke's Bay; Invested in glass line; largest seller of 10L water in NZ; recently developed Collagen water in partnership with Adashiko and marketing campaign with Rachel Hunter; only NZ producer of still canned water (fully recyclable)

## PETE'S NATURAL



**JOINT CEO'S** Peter & Marlene Bloomaert

**DESCRIPTION** Boutique soft drink manufacturer; based in Nelson.

**KEY PRODUCTS** Soft drinks, sparkling water

**BRANDS** Pete's Natural

**OWNERS** Blommart, Suy

**CO. #** 2266470

**ADDRESS** 32 Hau Road,  
Motueka,  
Nelson

**PHONE** +64 21 078 5758

**WEBSITE** [www.petesnatural.co.nz](http://www.petesnatural.co.nz)

**FOUNDED** 2009

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Company

**HIGHLIGHTS**

## PHORIC

**phoric**

**CO-OWNER** Bradley Hagan

**DESCRIPTION** "Clean" Energy Drink manufacturers using 100% natural ingredients, manufactured in Tauranga.

**KEY PRODUCTS** Energy Drink

**BRANDS** Phoric

**OWNERS** Hagan & Sutich

**CO. #** 5722608

**ADDRESS** 194 Kauri Road, Whenuapai,  
Auckland

**PHONE**

**WEBSITE** <https://www.phoric.co.nz>

**FOUNDED** 2015

**STAFF #** 2 + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## PLIMMERTON KOMBUCHA



**OWNER** Heidi Ward

**DESCRIPTION** Kombucha beverage company based in Porirua, Wellington.

**KEY PRODUCTS** Kombucha ready to drink beverages

**BRANDS** Plimmerton

**OWNERS** Ward

**CO. #**

**ADDRESS** 3/51 Kenepuru Drive, Porirua, Wellington

**PHONE** +64 21 588 373

**WEBSITE** www.plimmertonkombucha.co.nz

**FOUNDED** 2017

**STAFF #** 3 + **SEASONAL #**

**REVENUE \$M** \$0 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## PREMIUM WATERS



**CO-OWNER** Ryan O'Connell

**DESCRIPTION** Middle Earth brand and website covering wine, cider and bottled water companies based in Brightwater, Nelson, (three separate firms).

**KEY PRODUCTS** bottled water (still and sparkling, 300ml & 750ml), cider (canned), wine (bottles and cans)

**BRANDS** Middle-Earth, Bright Water, no ordinary (bubbly wine in a can), Capital Cider Company,

**OWNERS** Grey, O'Connell

**CO. #** 5094242

**ADDRESS** 97 Livingston Road, Brightwater, Nelson

**PHONE** +64 3 542 4145

**WEBSITE** www.middleearthwine.com

**FOUNDED** 2014

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## PROFRUIT (2006)



**GENERAL MANAGER** Chantelle Ramage

**DESCRIPTION** Manufacturer of high quality juice products from the Hawke's Bay; primarily focused on exporting concentrated apple and kiwifruit juice; partnership between two vertically integrated apple companies, Mr Apple (Scales) and Bostock NZ.

**KEY PRODUCTS** apple juice, kiwifruit juice, organic juice

**BRANDS** Profruit

**OWNERS** Scales Holdings 50%, Bostock Group, 50%

**CO. #** 1811223

**ADDRESS** 1462 Omahu Road, Hastings, Hawkes Bay

**PHONE** +64 6 879 4215

**WEBSITE** www.profruit.co.nz

**FOUNDED** 2006

**STAFF #** 35 + **SEASONAL #**

**REVENUE \$M** \$3 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## PURE ONE



**CO-OWNER** Coral Lambert

**DESCRIPTION** Bottle water manufacturer; based in New Plymouth, Taranaki; thermal spa and accommodation operations.

**KEY PRODUCTS** Bottled water

**BRANDS** Pure One

**OWNERS** Fahy 51%, Lambert 49%

**CO. #** 926829

**ADDRESS** 8 Bonithon Avenue, New Plymouth, Taranaki

**PHONE** +64 6 759 1666

**WEBSITE** www.pureone.co.nz

**FOUNDED** 1998

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$1 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**



## RED SHOOTS



**CO-OWNER** Rhona MacKenzie

**DESCRIPTION** Artesian beverage company producing cocktail mixers based in Auckland; supply supermarkets, liquor stores and Dan Murphy's in Australia; bottle and foil packaging; also produce Lemonfresh, lemon and lime pouches.

**KEY PRODUCTS** juice mixers

**BRANDS** Good Cocktail Co, Lemon Fresh

**OWNERS** MacKenzie, Sweetbaum

**CO. #** 6257347

**ADDRESS** 11 Alberton Street, Auckland

**PHONE**

**WEBSITE** [www.goodcocktailco.co.nz](http://www.goodcocktailco.co.nz)  
[www.redshoots.co.nz](http://www.redshoots.co.nz)  
[www.lemonfresh.co.nz](http://www.lemonfresh.co.nz)

**FOUNDED** 2018

**STAFF #** 6 + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## RENE'S KOMBUCHA

rené's  
**KOMBUCHA**  
CULTURED TEA DRINK  
- with tulsi -



**OWNERS** R Archner & L Miller

**DESCRIPTION** Certified organic (OFNZ) craft Kombucha manufacturer. Family owned and operated in Northland. Glass/cardboard packaging and reusable 19l kegs.

**KEY PRODUCTS** 5 flavours of organic Kombucha in glass bottles, 330ml and 750ml. Kombucha starter kits. Bulk Kombucha for refill stations and hospitality in 19l kegs, 7 flavours

**BRANDS** Rene's

**OWNERS** Vibrant Earth Creations (Miller, Archner)

**CO. #** 2272291

**ADDRESS** 281A Mountain Road, Maungaturoto, Northland

**PHONE** +64 9 431 8871

**WEBSITE** [www.reneskombucha.com](http://www.reneskombucha.com)

**FOUNDED** 2013

**STAFF #** 2 + **SEASONAL #** 1

**REVENUE \$M** \$0.2 - \$1m (2019)  
Source: Company

**HIGHLIGHTS** Voted by Metro magazine in 2019 as one of NZ's best Kombuchas. Supplying New Zealanders from Dunedin to Whangarei with a traditionally brewed and bottled craft Kombucha. Completely natural and traditional Kombucha without food technology acrobatics.

## SCALES CORPORATION

Scales  
growing New Zealand



**MD & CEO** Andy Borland

**DESCRIPTION** Diversified agribusiness portfolio, including horticulture, storage & logistics and food ingredients across 35+ sites; Mr Apple is NZ's largest vertically integrated grower, packer and exporter of apples; 1,160ha of orchards; 3 packhouses, 5 coolstores; picks 500m apples; 25% share of NZ total apple exports to over 40 countries; 50% ownership of Profruit 73% ownership of Fern Ridge.

**KEY PRODUCTS** Apples, apple and kiwifruit juice concentrate, pet food ingredients, provision of cold, bulk liquid and logistics services

**BRANDS** Mr Apple, Diva, Dazzle, Posy, Little Darlings, Fern Ridge Fresh, Profruit, Meateor Foods

**OWNERS** (NZX:SCL) China Resources Nu Fung 15%, others

**CO. #** 424743

**ADDRESS** 52 Cashel Street, Christchurch, Canterbury

**PHONE** +64 3 379 7720

**WEBSITE** [www.scalescorporation.co.nz](http://www.scalescorporation.co.nz)  
[www.mrapple.co.nz](http://www.mrapple.co.nz)  
[www.meateor.co.nz](http://www.meateor.co.nz)

**FOUNDED** 1897

**STAFF #** 715 + **SEASONAL #** 1,800

**REVENUE \$M** \$485m (2019)  
Source: AR (Hort \$264m, Ingrid \$155m)

**HIGHLIGHTS** Packed 4.7m trays of fruit; 5.95m trays of apples exported; 18% share of NZ production; 6.2m litres of juice sold '19; 110,970t petfood ingredients sold; EBIT \$62m '19; launched Posy apple in Chinasold Polarcold company for \$151.4m in '18; sold bulk storage business Liqueo to SBT Group in '18; Alliance acquired 50% Meateor, formed JV '19; Dec '18 acquired 60% Shelby Foods (petfood ingredients)

## SHOTT BEVERAGES



**CEO** David Shearer

**DESCRIPTION** Beverage flavouring manufacturer; manufactured in Wellington and second site in Auckland; exports to Europe, UK, Asia, Australia, Pacific Islands; offices in Seoul, Sydney and Surrey, UK.

**KEY PRODUCTS** Beverage flavourings syrups, coffee syrups, hot chocolate

**BRANDS** Shott Beverages, Quarter Past

**OWNERS** Beverage Holdings 75%, Louisson family, Brierley 13%, Jarden Custodians 7%, Shearer 5%

**CO. #** 1757190

**ADDRESS** 10 Kirkcaldy Street, Petone, Wellington

**PHONE** +64 4 568 8701

**WEBSITE** [www.shottbeverages.com](http://www.shottbeverages.com)  
[www.quarterpast.com](http://www.quarterpast.com)

**FOUNDED** 2006

**STAFF #** 37 + **SEASONAL #**

**REVENUE \$M** \$10 - \$20m (2019) Est.  
Source: Company

**HIGHLIGHTS** Finalists in the 2018 Fine Food New Zealand Most Innovative Foodservice Product category; Opened new manufacturing facility in Auckland.

## SKINNY FIZZ COMPANY



**DIRECTOR** Shawn Beck

**DESCRIPTION** New Zealand fruit infused sparkling water company

**KEY PRODUCTS** Fruit flavoured sparkling water canned beverages

**BRANDS** Skinny Fizz

**OWNERS** Beck, key staff, others

**CO. #** 6475919

**ADDRESS** 4 Jackson Street, Petone, Wellington

**PHONE** +64 27 529 6889

**WEBSITE** [www.skinnyfizz.co.nz](http://www.skinnyfizz.co.nz)

**FOUNDED** 2018

**STAFF #** 5 + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$2m (2019)  
Source: Company

**HIGHLIGHTS** First released Dec 2018, Skinny Fizz is different. Made with real fruit extracts from New Zealand lemons, limes and raspberries. No "natural flavours", or anything else. Ranged in select NZ supermarkets, up-market food retail and cafe/food outlets, growing online store. Founded by ex-VC partner, part owned by staff, ESG focused. Trademarked in circa 10 key countries.

## SOULFRESH NZ



**FOUNDER & CEO** Didi Lo

**DESCRIPTION** Soulfresh is a food and beverage company like no other, dedicated to challenging mainstream categories by creating healthy, better-for-you food and beverages for over 16 years. Manufacturing almond milk and chocolate in AU and kombucha in AU, NZ and UK; manufacturing based in Tauranga.

**KEY PRODUCTS** Kombucha, Plant milk, Chocolate, Alcoholic kombucha, Plant-based convenience meals

**BRANDS** Lo Bros, Nutty Bruce, Bootleg Booch, The Goods, Wildly Good, Pico, Naked Botanicals

**OWNERS** Soulfresh Global PTY Ltd (AU)

**CO. #** 6175887

**ADDRESS** Unit F2 28-30 Delta Ave, New Lynn, Auckland

**PHONE** +64 0800 113 737

**WEBSITE** <https://soulfresh.co>  
<https://lobros.co>

**FOUNDED** 2003/2016

**STAFF #** 15 + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Introduced LoBros Kombucha cans in late 2019; Launched Bootleg Booch Alcoholic Kombucha in early 2020

## SOVIET SPRINGS



**CO-OWNER** Joseph Slater

**DESCRIPTION** Premium carbonated soda and soda syrup manufacturer; manufacturing in Wellington. supply retail (supermarket and select), wholesale, foodservice; 6 distributors in NZ and 4 international distributors (USA/Canada, AUS, HK).

**KEY PRODUCTS** Premium syrups, bottled soda beverages

**BRANDS** Six Barrels Soda Co

**OWNERS** Stewart 50%, Slater 50%

**CO. #** 2161660

**ADDRESS** Lukes Lane, 40 Taranaki Street, Te Aro, Wellington

**PHONE** +64 22 077 9553

**WEBSITE** [www.sixbarrelsoda.co](http://www.sixbarrelsoda.co)

**FOUNDED** 2008

**STAFF #** 6 + **SEASONAL #**

**REVENUE \$M** \$1 - \$3m (2019)  
Source: Company

**HIGHLIGHTS**

## SPARKLING SPRING



**CEO** George Putilin

**DESCRIPTION** Water and cooler company for home and office, plus large retail bottles sourced from Tongariro.

**KEY PRODUCTS** Bottled water, coolers, delivery

**BRANDS** Tongariro

**OWNERS** Sparkling Spring OY 70%, Eco Beverage 30%

**CO. #** 2140649

**ADDRESS** 118C Bush Road, Albany, Auckland

**PHONE** +64 9 415 0953

**WEBSITE** [www.sparklingspring.co.nz](http://www.sparklingspring.co.nz)

**FOUNDED** 2008

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## STRATOSPHERE



**CEO-FOUNDER** Cameron Romeril

**DESCRIPTION** Marketing and manufacturing of Premium and innovative Organic low sugar Syrups and Kombucha concentrates for SodaStream makers and for Foodservice. Now exporting to the USA, Canada, Japan, UK and Ireland, Singapore, Finland and Sweden.

**KEY PRODUCTS** Organic Soda Syrups; Kombucha Concentrate

**BRANDS** Soda Press Co

**OWNERS** Romeril family; Soda Stream

**CO. #** 1790052

**ADDRESS** 2/38 Matakana Valley Road  
Matakana,  
Auckland

**PHONE** +64 3 2653 444

**WEBSITE** www.sodapressco.com

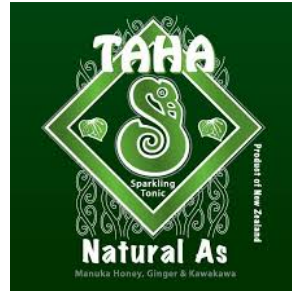
**FOUNDED** 2015

**STAFF #** 5 + SEASONAL #

**REVENUE \$M** \$6 - \$8m (2019)  
Source: Company

**HIGHLIGHTS** Added kombucha syrup to range; World first Organic Kombucha concentrate; Partnership with SodaStream 19; Global rollout with Sodastream and PepsiCo. Projected revenue of \$50m in 2023; Winner of numerous international awards

## TAHA BEVERAGES



**CEO & MD** Richard Te Hurinui Jones

**DESCRIPTION** Kawakawa, ginger & manuka honey flavoured sparking beverage brand; based in Otorohanga; hand-pick kawakawa plant; distribution and sales partner in Hong Kong; distribution through NZ retailers (Fresh Choice, New World, Pak'n Save) plus tourist outlets, café, restaurants and bars; contract manufactured.

**KEY PRODUCTS** Sparkling tonic beverage

**BRANDS** Taha

**OWNERS** Jones 85%, Harman 15%

**CO. #** 2442746

**ADDRESS** 8 Long View Crescent,  
Otorohanga,  
Waikato

**PHONE** +64 21 619 075

**WEBSITE** www.taha.nz

**FOUNDED** 2010

**STAFF #** 1 + SEASONAL #

**REVENUE \$M** \$0.5 - \$1.5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## THE ANTIPODES WATER COMPANY



**CEO** Angela Buglass

**DESCRIPTION** Premium bottled water manufacturer; distributors in 18 locations throughout Asia, ME, Europe and USA; supply to retail, hospitality, foodservice, caterers, direct delivery etc.; built new plant in 2009, capacity of 75,000 bottles/day, rated carbon neutral; pioneer of premium bottle water in NZ.

**KEY PRODUCTS** Still and sparkling bottled water

**BRANDS** Antipodes

**OWNERS** Woolley family, Shanks 42%, Greive 25%, Thorpe family, Goldie 20%, Goldie family 7%, Cheeseman 6%

**CO. #** 1292968

**ADDRESS** 106 Lewis Road,  
Whakatane,  
Bay of Plenty

**PHONE** +64 7 304 8452

**WEBSITE** www.antipodes.co.nz

**FOUNDED** 2003

**STAFF #** 11 + SEASONAL #

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Awarded champion sparkling water at The 28th Berkeley Springs International Water Tasting and Awards in '18; new CEO in May '19

## THE BETTER DRINKS CO



**GENERAL MANAGER** James Connelly

**DESCRIPTION** Manufacturer, marketer and distributor of beverages; production sites in NZ and AU; distribution rights for Lipton Iced Tea and Berocca Energy Products in NZ; Pacific Islands; exports to over 12 countries.

**KEY PRODUCTS** Juice, Soft Drinks, Iced tea, Energy Drinks, Water

**BRANDS** Charlie's, Phoenix Organics, Lipton Iced Tea, Cool Ridge, Juicy Lucy's

**OWNERS** Asahi Group via Asahi Holdings (AU)

**CO. #** 969423

**ADDRESS** Suite 101, 1 Cleveland Road,  
Parnell,  
Auckland

**PHONE** +64 9 837 6740

**WEBSITE** www.betterdrinks.co.nz  
www.asahi.com.au  
www.phoenixorganics.co.nz

**FOUNDED** 1999

**STAFF #** 100 + SEASONAL #

**REVENUE \$M** \$28m (2018)  
Source: AR18

**HIGHLIGHTS** Exclusive distribution rights announced in 2019 for Lipton Iced Tea; Total assets of \$25m

## THE BEVERAGE BOUTIQUE



**OWNER** Dion Mortimer

**DESCRIPTION** Artesian water company based in Paeroa, (head office in Auckland); manufacturing, development, production, export and sales of private label water; exporting globally.

**KEY PRODUCTS** bottled water

**BRANDS** private label

**OWNERS** Mortimer

**CO. #** 3471331

**ADDRESS** Paeroa,  
Waikato

**PHONE** +64 9 376 8999

**WEBSITE** [www.thebeverageboutique.co.nz](http://www.thebeverageboutique.co.nz)

**FOUNDED** 2011

**STAFF #** 29 + SEASONAL #

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## THE BROTHERS COLDPRESS



**CO-OWNER** Roger Young

**DESCRIPTION** Artisan juice company based in Wellington.

**KEY PRODUCTS** Bottled juice beverages

**BRANDS** The Brothers

**OWNERS** Wagstaff, Young

**CO. #** 5862002

**ADDRESS** 2/19 Arthur Street,  
Te Ari,  
Wellington

**PHONE**

**WEBSITE** [www.thebrotherscoldpress.com](http://www.thebrotherscoldpress.com)

**FOUNDED** 2015

**STAFF #** + SEASONAL #

**REVENUE \$M** \$1 - \$3m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## THE FRESH FRUIT COMPANY OF NZ



**GENERAL MANAGER** Glenn Pool

**DESCRIPTION** Vertically integrated fresh fruit and vegetable exporter; 4,000 TEU container equivalent/year; orchards in Nelson and Hawkes Bay; JV Freshco Nelson Ltd with apple growers; JV to export squash to Japan and Korea; sole marketer for Tendertips Asparagus and partner with Leaning Rock Cherries (52 acres, 15 varieties); subsidiary Three Good Men grow and pack from three partners over 1,000ha, exporting 20,000t; Frupak processed apple products operations.

**KEY PRODUCTS** Apples, squash, asparagus, cherries, fruit puree, apple juice, fruit pie mixes

**BRANDS** Breeze, Sonya, Cheekie, Royal Joburn, proprietary apple varieties, Frupak, Three Good Men

**OWNERS** Taylor, Owens 45%, Mangan, Petter 45%, Pool family 10%

**CO. #** 412966

**ADDRESS** 46 Jervois Road,  
Herne Bay,  
Auckland

**PHONE** +64 9 376 9990

**WEBSITE** [www.freshco.co.nz](http://www.freshco.co.nz)  
[www.threegoodmen.co.nz](http://www.threegoodmen.co.nz)  
[Frupak.co.nz](http://Frupak.co.nz)

**FOUNDED** 1988

**STAFF #** 95 + SEASONAL #

**REVENUE \$M** \$30 - \$50m (2018) Est.  
Source: Coriolis

**HIGHLIGHTS** Acquired Frupak in '17; established Three Good Men specialising in squash

## THE HOMEGROWN JUICE COMPANY



**DIRECTOR** Stephen Brownlie

**DESCRIPTION** Manufacturer of raw cold pasteurised (HPP) juices; largest plantings of orange orchards in NZ, located in Gisborne and Hawkes Bay; retail and food service.

**KEY PRODUCTS** Orange, apple, grapefruit, lemon, lime, apple and kale juices, fruit and vegetable blend juices, berry, fruit, feijoa and apple smoothies

**BRANDS** Homegrown, Grove

**OWNERS** Kiwi Fresh Orange Co (Brownlie family)

**CO. #** 4387684

**ADDRESS** 407 Williams Street,  
Mahora, Hastings,  
Hawke's Bay

**PHONE** +64 6 878 8140

**WEBSITE** [www.homegrownjuice.co.nz](http://www.homegrownjuice.co.nz)

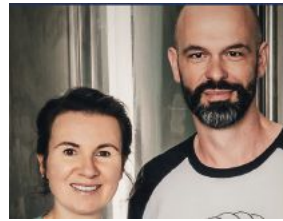
**FOUNDED** 2013

**STAFF #** 80 + SEASONAL #

**REVENUE \$M** \$15 - \$30m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## THE KVAS COMPANY



**FOUNDERS** Jack & Sabina Bristow

**DESCRIPTION** Manufacturers of fermented rye beverage based in Christchurch; brewed under license in Australia and the UK.

**KEY PRODUCTS** Kvas chilled beverage

**BRANDS** Brod Kvas

**OWNERS** Bristows

**CO. #** 5747907

**ADDRESS** 57 Sonter Road,  
Christchurch,  
Canterbury

**PHONE** +64 27 777 9867

**WEBSITE** www.thekvascompany.com

**FOUNDED** 2015

**STAFF #** 2 + SEASONAL #

**REVENUE \$M** \$2 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## THE ORGANIC MECHANIC



**CO-FOUNDER** Graedon Parker

**DESCRIPTION** Manufacturer of Kombucha, hemp.

**KEY PRODUCTS** kombucha

**BRANDS** OM

**OWNERS** Parker, Liew, Joshi, Corliss

**CO. #** 4511418

**ADDRESS** 69 Saint Georges Bay Road,  
Parnell,  
Auckland

**PHONE** +64 21 027 07642

**WEBSITE** www.organicmechanic.co.nz

**FOUNDED** 2013

**STAFF #** 5 + SEASONAL #

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## VIGOR & VITALITY



**CEO** Hayden Booker

**DESCRIPTION** Non dairy 'milk' manufacturer; nuts and seed based; based in Tauranga.

**KEY PRODUCTS** Nut and seed "mylk", seeds

**BRANDS** Vigor and Vitality

**OWNERS** Booker

**CO. #** 5124901

**ADDRESS** 293 Cameron Road,  
Tauranga,  
Bay of Plenty

**PHONE** +64 22 355 4524

**WEBSITE** www.vvmylk.nz

**FOUNDED** 2014

**STAFF #** 2 + SEASONAL #

**REVENUE \$M** \$0 - \$2m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## VISTA DRINKS/FREE-FLOW MANUFACTURING



**CO-FOUNDER** Scott Day

**DESCRIPTION** Flavoured sparkling water brand based in Auckland; partnership with Lion for sales and merchandising; Sister company Free-Flow Manufacturing a contract beverage manufacturing company, manufactures Vista.

**KEY PRODUCTS** Flavoured sparkling water

**BRANDS** Vista

**OWNERS** RSN Ltd (Day, Hopper, Sorensen) 75%, Gibbons 25%

**CO. #** 6197613/7329956

**ADDRESS** 3/116a Harris Road  
East Tamaki,  
Auckland

**PHONE** +64 21 128 4481

**WEBSITE** www.vistadrinks.co.nz  
www.free-flow.co.nz

**FOUNDED** 2016

**STAFF #** 26 + SEASONAL #

**REVENUE \$M** \$1 - \$5m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Gibbons acquires 25% ownership, Jan 19; partnership with Lion for sales and merchandising of beverages, Feb 19, brings Vista into Lions Drink Collective division



## WAIKIRIKAU KOMBUCHA



**DESCRIPTION** Wild harvest native plants kombucha beverages company.

**KEY PRODUCTS** kombucha beverages

**BRANDS** Waikirika

**OWNERS**

**CO. #**

**ADDRESS**

**PHONE**

**WEBSITE**

**FOUNDED** 2019

**STAFF #** + **SEASONAL #**

**REVENUE \$M** \$0.5 - \$1m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS**

## WALTER & WILD



**MANAGING DIRECTOR** Harry Hart

**DESCRIPTION** Food manufacturer; amalgamation of Hubbards Foods, Hansells and table sauce products from Cerebos Gregg's (required divestment; Hansells operations include contract manufacturing; food service; distribution; 2 manufacturing sites in Auckland; 25% stake in Hansells Masterton (contract manufacturer; 63 employees); operations in AU and UK; exports to China, Pl's, HK, UK; Hubbard Foods is #3 cereal supplier in NZ; I Love Food Co pies and cookies.

**KEY PRODUCTS** Puddings, deserts, spices, flavours, soups, beverages, cordials, dressings, dips, tomato sauce, steak sauce, sauces, cereals, muesli, granola, pies, sausage rolls, cookies (+500 products)

**BRANDS** Alfa One, Aunt Betty's, Hansells, Vitafresh, Hubbards, Gregg's, F. Whitlock & Sons, Vitasport, The Coconut Collaborative, Teza, Weight Watchers, I love Pies, I Love Baking, Aunty's,

**OWNERS** Graeme Hart 67%, Harrison Hart 33% (Rank Group)

**CO. #** 6828715

**ADDRESS** Rank Group Holdings  
Floor 9, 148 Quay Street,  
Auckland

**PHONE** +64 9 579 7199

**WEBSITE** www.walterandwild.com  
www.hubbards.co.nz  
www.hansells.com  
www.ilovefoodco.com

**FOUNDED** 2018

**STAFF #** 340 + **SEASONAL #**

**REVENUE \$M** \$150 - \$160m (2018) Est.  
Source: Coriolis

**HIGHLIGHTS** Acquired Hubbards Foods, Hansells and table sauce products from Cerebos Gregg's in Jun '18; acquired I Love Food Co in Oct '18

## WESTS (NZ)



**CO-OWNER** Alf Loretan

**DESCRIPTION** Soft drink manufacturer; factory store; own PET bottle manufacturing on site; exports to Pacific Islands.

**KEY PRODUCTS** Soft drinks, honey drinks, cordials, syrups, bottled water, postmix

**BRANDS** Wests

**OWNERS** Loretan family

**CO. #** 1900019

**ADDRESS** 135 Bay View Road,  
South Dunedin, Dunedin,  
Otago

**PHONE** +64 3 455 4448

**WEBSITE** www.wests.co.nz

**FOUNDED** 1876/2007

**STAFF #** 8 + **SEASONAL #**

**REVENUE \$M** \$5 - \$10m (2019) Est.  
Source: Coriolis

**HIGHLIGHTS** Business for sale late 2019

## WILD DISPENSARY



**MANAGING DIRECTOR** Ruth Vaughan

**DESCRIPTION** Natural health company based in Dunedin producing small batch wild herb formulas. Specialise in liquid tonics, functional vinegars as well as a therapeutic range. Celebrating local, native and wild crafted plants, Wild Dispensary curates a comprehensive range of medicinal herbal formulations. Our range of tonics, vinegars and therapeutic tinctures harness the power of plants to keep you and your families well.

**KEY PRODUCTS** Switchel and Firecider (as functional beverage concentrates), liquid tonics, functional vinegars, therapeutic tincture range

**BRANDS** Wild Dispensary

**OWNERS** Vaughan, Davies, Macfarlane

**CO. #** 6200070

**ADDRESS** 74 Signal Hill Road,  
Opoho, Dunedin,  
Otago

**PHONE** +64 21 185 0471

**WEBSITE** www.wilddispensary.co.nz

**FOUNDED** 2017

**STAFF #** 3 + **SEASONAL #** 3

**REVENUE \$M** \$0.5 - \$3m (2019) Est.  
Source: Company

**HIGHLIGHTS**



# A broad range of organisations support the beverages industry



- Represent producers, brand owners and suppliers of beverages, juices, flavoured dairy, water and non-alcoholic beverages
- Funding via membership fees
- [www.nzbeveragecouncil.org.nz](http://www.nzbeveragecouncil.org.nz)

Beverage Industry  
Advocacy



- Represents the manufacturers and suppliers behind New Zealand's food, beverage and grocery brands
- Funding via membership fees
- [www.fgc.org.nz](http://www.fgc.org.nz)

Manufacturer  
Advocacy



- Business development advice and access to science and research facilities across five locations
- Funding government and user pays
- [www.foodinnovationnetwork.co.nz](http://www.foodinnovationnetwork.co.nz)

Science, Product  
Development and Advisory



- Represent 5,000 produce growers
- Commodity Levy (FruitFed and VegFed) Order 2007
- 21 product groups pay levy
- [www.hortnz.co.nz](http://www.hortnz.co.nz)

Grower Support &  
Advocacy

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# GLOSSARY OF TERMS

A\$/AUD	Australian dollar	n/a	Not available/not applicable
ABS	Absolute change	N. America	North America (USA, Canada)
ANZSIC	AU/NZ Standard Industry Classification	Nec/nec	Not elsewhere classified/not elsewhere specified
AU	Australia	NZ	New Zealand
Australasia	Australia and New Zealand	NZ\$/NZD	New Zealand dollar
b	Billion	Pac Isl or PI	Pacific Islands
CAGR	Compound Annual Growth Rate	R&D	Research and Development
CN	China	S Asia	South Asia (Indian Subcontinent)
CRI	Crown Research Institute	SE Asia	South East Asia
E Asia	East Asia	S.H	Southern Hemisphere
FAO	Food and Agriculture Organisation of the United Nations	T or t	Tonne
FY	Financial year (of firm in question)	US/USA	United States of America
HK	Hong Kong	US\$/USD	United States dollar
JV	Joint venture		
m	Million		



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