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East Imperial PLC



EAST IMPERIAL ENTERS THE COLD BREW COFFEE MARKET

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce the release of its breakthrough new product, Cold Brew Coffee & Tonic.

Available in a new nitro can format, Cold Brew Coffee & Tonic provides East Imperial with an entry into the burgeoning premium caffeine market. Designed to be enjoyed as a new way to enjoy coffee in a refreshing and energizing way at multiple occasions throughout the day, or as an ultra-premium sparkling mixer option for an elegant cocktail, Coffee & Tonic reflects the growing popularity of coffee fortification in mainstream beverages and cocktails across the US, Europe and APAC.

The Company believes that this underlying trend, coupled with East Imperial's strong brand narrative around sustainably sourced, all-natural, Non-GMO, and Gluten-Free Ingredients, presents a unique market opportunity. The Cold Brew Coffee & Tonic mixes artisanal cold brew coffee with East Imperial's best-selling Grapefruit Tonic and nitro foam capabilities to offer a beverage that is exceptionally rich in flavour with a smooth texture.

The release is in keeping with East Imperial's focus on innovation and reaffirms the Company's credentials as a supplier of choice to the world's top mixologists due to its commitment to developing ultra-premium mixers that stand out from the crowd of overly sweet soft drinks on the market.

Tony Burt, CEO, East Imperial, said:

"Coffee & Tonic opens up entirely new drinking occasions and channels for East Imperial, such as cafés and retail, whilst encouraging the cocktail scene to explore and innovate. We're incredibly proud about what we've created and are excited for more people to enjoy the product as a morning starter, afternoon pick-me-up, or as part of a delicious cocktail as we roll out in our key regions over the coming months."

For more information on East Imperial, please visit <https://investors.eastimperial.com>