

Reach Non Regulatory Reach Announcement



## AIR NEW ZEALAND PARTNERSHIP

[EAST IMPERIAL PLC](#)

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Reach Announcement

**East Imperial plc**

(the "Company")

### **Flying High with Air New Zealand Partnership.**

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce a partnership with Air New Zealand. A refreshing new cocktail will be hitting tray tables as Air New Zealand launches the first of its signature drinks onboard its international network.

In partnership with the Company, the new drinks will feature in Business Premier Cabins on Air New Zealand's New York and Chicago routes. It will be available onboard from late August 2023.

The seasonal drinks are a nod to local ingredients with a dash of creativity and provide a taste of New Zealand's finest flavours at 30,000 feet. The first drinks are gin-based cocktails but can also be served as an alcohol-free option.

The airline will seek customer feedback on the new cocktails and look to introduce other signature cocktails on a seasonal rotation.

**Tony Burt, East Imperial CEO, says,** *"Today marks a milestone that the East Imperial team is proud of. The opportunity to partner with the iconic Air New Zealand brand is an honour that signifies a significant achievement for East Imperial. This collaboration allows us to further introduce East Imperial to a broader and strategically important US audience, showcasing our craftsmanship and commitment to creating exceptional drinking experiences."*

**Air New Zealand Chief Customer and Sales Officer Leanne Geraghty commented:**

*"The seasonal cocktails will add a splash of excitement to cocktail hour and the airline's inflight experience."*

*"Our customers have been raising a toast to our exceptional wine selection, but they've also shared their craving for a delightful cocktail now and then. So, we've shaken things up and partnered with East Imperial mixologists to craft us some drinks exclusively for our Business Premier customers."*

*"We couldn't be prouder to collaborate with East Imperial. Their top-notch products are made here in New Zealand, with the finest, sustainably sourced, all-natural ingredients."*

#### **Tasting notes of Air New Zealand's first seasonal cocktail**

Prepare to embark on a flavourful journey with Air New Zealand's signature cocktail, a harmonious blend that grounds you with every sip. Floral and oily notes pave the way for a burst of sherbety citrus and rich ruby red grapefruit. At the same time, the finish delights with dry, herbaceous accents heightened by luxurious grapefruit oil and the velvety texture of juniper. Experience a rich, textural cocktail, and nothing short of luxurious.

Issued by East Imperial Plc  
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**About East Imperial**

Founded in New Zealand and Singapore in 2012, East Imperial produces a range of ultra-premium mixers that sell throughout APAC, the US and EMEA. Guided by a clear strategy to capitalise on the growing demand for premiumisation across the beverage industry, East Imperial has sold over 25 million bottles in over 20 countries since its founding, with popular products including Old World Tonic, Grapefruit Tonic, Yuzu Tonic and Mombasa Ginger Beer. In 2023, East Imperial won 8 medals at the coveted Tonic & Mixers Masters Competition in London. The company was founded on the philosophy of creating exquisite products defined by heritage, tradition and authenticity. All products are made from the highest quality, all-natural ingredients, reflecting East Imperial's commitment to providing a sustainable product and minimising environmental impacts at every stage of the manufacturing process. For more information about East Imperial and its ultra-premium mixers, visit [eastimperial.co.uk](http://eastimperial.co.uk).

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