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APPOINTMENT OF KEY US SALES RESOURCE

[EAST IMPERIAL PLC](#)

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East Imperial plc

(the "Company")

Appointment of Key US Sales Resource

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce the appointment of Jaron Berkhemer to oversee the management and execution of their US sales and marketing strategy.

Berkhemer joins the East Imperial team as a consultant and has a wealth of experience in the premium beverage industry, notably with US-based premium mixer brand Q Drinks. He was VP of Marketing for nearly three years and successfully established Q Drinks as the US's number one premium mixer in the on-premise channel.

East Imperial CEO Tony Burt says, "I've known Jaron for several years, and due to his commitments, the timing has never been quite right for him to join the East Imperial team. Our US strategy is focused on the luxury on-premise channel, and Jaron knows this better than anyone I know. The fact is that he's done it before and has the accolades to prove it. To have his oversight, experience and passion in our camp is not only a coup but super-exciting."

Berkhemer starts immediately and will work closely with Burt to input into the current US strategy and will then be charged with liaising with US distributor RNDC, strategic partnerships, and delivering overall case sales for the region. He will also be charged with adding additional sales resources as required to ensure the effective delivery of results in key regions. Berkehemer will report directly to the CEO, Burt.

Issued by East Imperial Plc

Email: contact@eastimperial.com

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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.

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