



## GLOBAL BRANDS ACQUIRES FULLBACK IMPORTS AND STRENGTHENS ITS PORTFOLIO

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Global Brands has further strengthened its drinks portfolio,  
Following the acquisition of North Yorkshire based Fullback (Imports) Ltd.

The move forms part of a long-term strategy, as Global Brands continues to review  
Its portfolio, to focus attention on its core brands, develop its premium spirits  
& beer portfolio and grow the company both organically and through acquisitions.

Fullback Imports, which has been trading in the UK for just under 2 years,  
Brings an exciting portfolio  
Of three premium and authentic European beer brands,  
Which have now been integrated  
into the Global Brands (GBL) portfolio - Saku Kuld from Estonia's No.1 Brewery,  
Zagorka Special the  
number 1 selling beer in Bulgaria and Peerdebrug Blond, a Belgian Abbey Style beer.

Global Brands now owns the rights to exclusively sell distribute and market the products in the UK, with full ownership of Peerdebrug Blond. The Brewing process and origin of the brands will remain the same, but with each product being imported for distribution by GBL.

Saku Kuld, already has a strong presence in the On Trade via Waverley TBS. It's a 5.2 per cent ABV beer from Estonia's number one brewer and available in a fully embossed 500ml bottle. Zagorka Special, currently showing good growth in the Off Trade such as Morrison's and in the On Trade via Waverley TBS, offers a 5.0 per cent ABV pilsner style lager, which is Bulgaria's number one selling beer - this brand is available in 500ml and 330ml bottles.

Peerdebrug Blond, although relatively new in the marketplace, has already achieved listings in major retailers including Tesco and Booths. This premium Belgian Abbey-style beer is available in a long neck 250ml bottle and a six piece consumer pack, with a 6.0 per cent ABV.

Fullback was set up in April 2007 and owned and operated by Justin Horsman and Neil Robinson, both of whom have now joined the team at Global's head office in Chesterfield as Trade Marketing Manager and Senior National Account Manager respectively.

Having over 12 years combined experience within the premium beer category; both bring a wealth of knowledge from the drinks industry. Having marketed & sold 'specialist' brands within the UK including Red Stripe, the number one Jamaican lager and number ten premium beer in the UK and Corona Extra one of the great success stories within the PPL category in the past decade, both will be involved in leading the premium beer strategy.

Steve Perez, chairman of Global Brands, comments: "This is an exciting time for us. All three of these beer brands are already performing well in the marketplace, but we saw an opportunity to grow their market share even further.

"The brands fit well with our distribution base and also with our continued expansion plans. The integration forms part of our new Premium Beer Portfolio, which will allow us to provide a stronger, all-round offering."



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