

# **2015 Strategies for Core Brands in Japan**

**January 22, 2015**

**Suntory Beverage & Food Limited**

**SUNTORY**  
SUNTORY BEVERAGE & FOOD

# In Harmony with People and Nature

**Suntory Beverage & Food**  
**Our Vision**

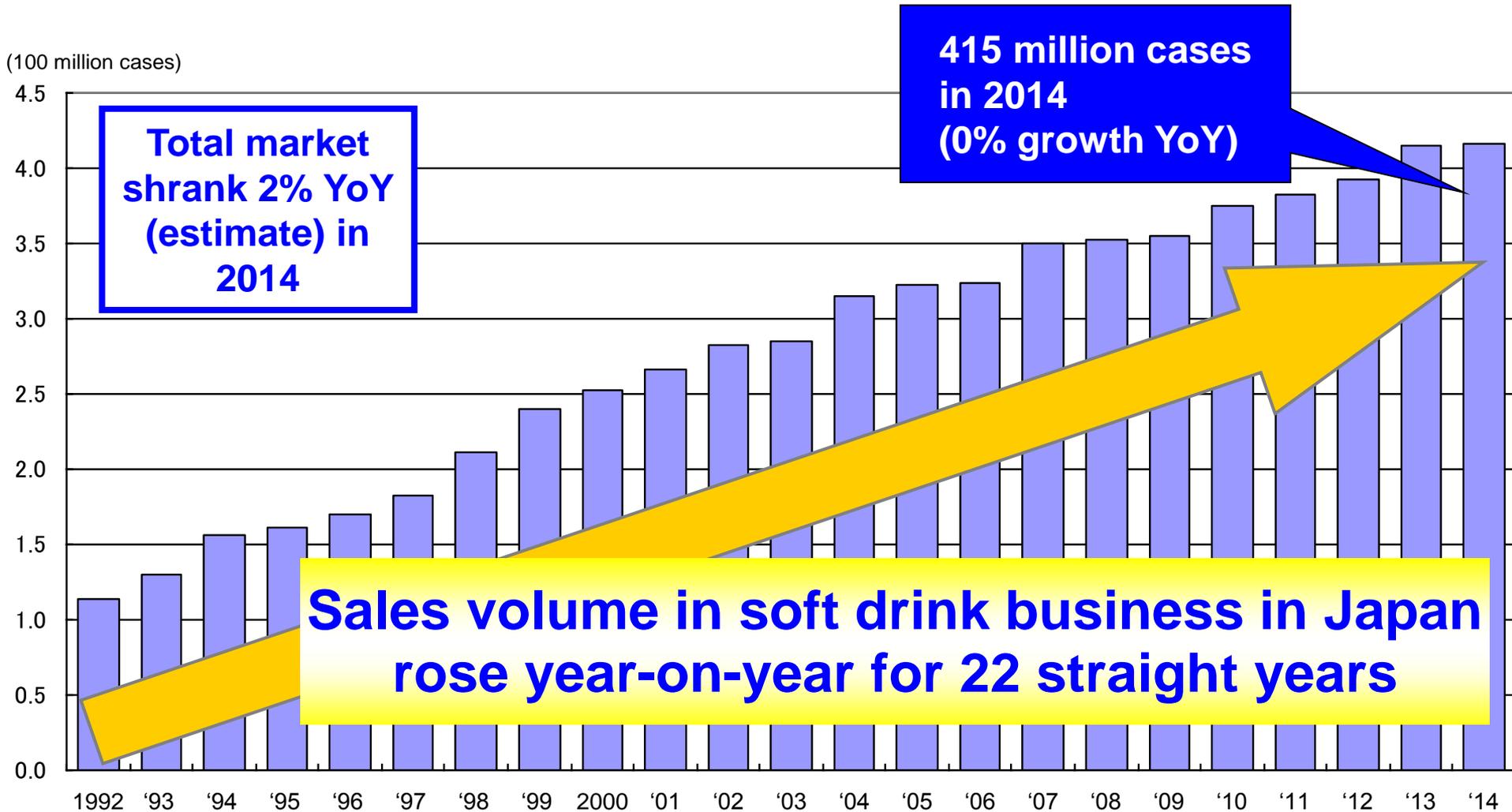
## **Our vision for value**

A quest for the best tastes & quality  
to bring happiness & wellness  
into everyday life.

## **Our vision for the company**

To be the leading global soft drink company  
recognized for our premium and  
unique brands.

# Japan Soft Drink Sales Volume Performance



\* Results for Suntory's soft drink sales volume in Japan

# 2014 Performance for Core Brands in Japan

(Million cases)

	FY2014	YoY
<i>Suntory Tennensui</i> (Mineral Water)	83.0	+11%
<i>BOSS</i>	88.1	+6%
<i>Iyemon</i>	52.6	+1%
<i>Pepsi</i>	29.9	-2%
<i>Suntory Oolong Tea</i>	29.5	-10%
<i>GREEN DAKARA</i>	23.6	+21%
<i>Orangina</i>	9.5	+6%
<b>Total for FOSHU products</b>	<b>24.5</b>	<b>+45%</b>
<b>Total soft drink in Japan</b>	<b>415.0</b>	<b>+0%</b>

Total growth for  
core brands  
5% YoY

# 2015 Strategies for Core Brands in Japan

## Creating new demand

- ◇ Propose products with new value
- ◇ Nurture & expand products with high added value



# Brand & Innovation Strategies



# 2015 Strategies for Core Brands in Japan

**Accelerate** nurturing & expansion of **products** with high added value

Create new demand

Aggressive investment in medium/long-term R&D, brand marketing, and production facilities

<Ongoing activities>

7 core brands & FOSHU products



<Major focus>

*Suntory Tennensui / BOSS / FOSHU*



New categories  
New brands

New product

New product

Brand & innovation strategies

# 2015 Plan for Core Brands in Japan

(Million cases)

	Fy 2015	YoY
<i>Suntory Tennensui</i> (Mineral Water)	85.4	+3%
<i>BOSS</i>	89.5	+2%
<i>Iyemon</i>	52.9	+1%
<i>Pepsi</i>	30.1	+1%
<i>Suntory Oolong Tea</i>	25.8	-13%
<i>GREEN DAKARA</i>	26.6	+13%
<i>Orangina</i>	11.8	+24%
Total for FOSHU products	26.7	+9%
<b>Total soft drink in Japan</b>	417.4	+1%

# Suntory Tennensui Brand Strategy

“Clear and tasty” & “natural and healthy”

**Suntory Tennensui**

Strengthen correlation with  
**SUNTORY**, Bringing Water to Life



*Suntory Tennensui* nurtured by the abundant nature in the Minami-Alps (water source)



**Sparkling water**

Promote taste  
+ lifestyle recommendations



**Flavored water**

Fully promote taste by  
advertising natural ingredients  
and production method



**New category**

**New product**

# BOSS Brand Strategy

Further strengthen **BOSS** brand and tackle challenge of creating a premium lineup

Fully strengthen/nurture brand in existing areas

Develop new growth areas

Continue to strengthen mainstay products



Launch **PREMIUM BOSS BLACK**

Expand lineup



New product

Bottle-shaped can



· **Concept**

Evolve premium bottle-shaped canned coffee **BLACK** from “premium body” **PREMIUM BOSS** offering the richest flavor.

Developed through advances in **PREMIUM BOSS** production method and discriminating roasting

· **Suggested retail price (excluding tax)**

300g can: ¥130

400g can: ¥140

· **TV commercial**

Plan new creative advertising from day of launch

# FOSHU drink Category Strategies

Continue to grow in FOSHU drink market by further developing *Iyemon Tokucha*, revamping *Suntory Black Oolong Tea*, strengthening categories under development, and with various marketing measures

Full-fledged development  
/strengthening of *Tokucha* and  
*Suntory Black Oolong Tea*



*Iyemon Tokucha*

*Suntory Black Oolong Tea*

Marketing measures that  
match product  
characteristics



*Goma Mugicha* *Pepsi Special* *Boss Green*

Category  
expansion

New product

# Iyemon Tokucha Communication Message

## January communication message



## April- New communication message

減らそう!  
二ッポこの  
体脂肪!

\*Schedule may be changed.

**Mass injection of new ads from January 1st!**  
**New communication to be deployed seamlessly from April onward**

# New Look for *Black Oolong Tea* from March 17th!



## Major package changes



## Major advertising changes

### Coming Soon

Details will be disclosed at a later date. Currently negotiating with people to appear in ads.

## Improved content

- **Tea leaves offering a smooth taste** newly incorporated
- **Enhance rich aftertaste**
- **Boost feeling that fat is being cleanly washed away**

# Other Core Brand Strategies

## Iyemon



Renew  
*Iyemon*

Fully  
develop  
*Tokucha*

## Suntory Oolong Tea



Promote  
compatibility  
with meals

## Pepsi



Renew  
bottle

Forever  
Challenge

## GREEN DAKARA



Fully develop *GREEN DAKARA Yasashii Mugicha*(barley tea)

## Orangina



First launch in the world of *Lemongina*, a new product developed using SBF R&D technologies

# Lemongina March 31st Launch



## Japan is the first market in which Lemongina is to be launched!

**Concept**

**A real carbonated lemon beverage that offers the enjoyment of the fresh taste of lemon**

**Full-bodied aroma of real lemons by using a proprietary technology to yield extract from peels!**

**Container / volume**

**1.2 liter PET bottle/420 ml PET bottle**

**Suggested retail price (excluding tax)**

**1.2 liter PET bottle: ¥320  
420 ml PET bottle: ¥140**

**TV commercials**

**Scheduled to inject new creative advertisements prior to launch**





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SUNTORY BEVERAGE & FOOD