

New Look F&N Coca-Cola Days Away

Contributed by A&M
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Malaysian - F&N Coca-Cola, the soft drinks division of Fraser & Neave Holdings Bhd (F&NHB) will unveil its new corporate identity on Thursday following Coca-Cola's decision to not renew a bottling and distribution agreement.

In February 2009, Coca-Cola decided F&N Coca-Cola would no longer handle its bottling and distribution once the initial contract expired on 26 January 2010.

However, given the long relationship the companies have, a separate Transition Agreement was created to allow both to prepare for the separation.

This agreement ends on 30 September 2011.

In the new contract, F&N has been granted freedom to launch new brands and categories with the exception of cola and lemon-lime carbonated drinks while Coca-Cola will be entitled to explore opportunities in categories other than isotonic and fruit-flavored carbonated beverages.

The unveiling of the new F&N identity is seen as a major milestone by the company which will serve to reaffirm the F&N Group's vision of becoming a world class total beverage company in the region.

F&N will continue to have bottling and distribution exclusivity on Coke and Sprite in Malaysia until next year.

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