

Allexcel Gives F&N Wings

Contributed by A&M
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F&N Beverages Marketing has signed an exclusive agreement with Allexcel Trading for the sole sales and distribution rights for Red Bull in East and West Malaysia.

The contract takes effect in April, and is expected to contribute some RM120 million in revenue in the first full year or about 10% of F&N Beverages sales revenue.

Allexcel sales and marketing director, Jyn Wee said the agreement will help strengthen the Red Bull presence within Malaysia. Red Bull Less Sugar, Red Bull Gold and Red Bull Bottle are part of the deal.

Red Bull advertising is done in-house while today's news will not alter the brand's PR and media alignments in 2010 with Reputation Mercatus Malaysia and Media Natural respectively.

A spokesperson for Reputation Mercatus said Red Bull will continue to tie-up with high energy-driven projects and fund extreme sports, car racing, and extreme outdoors and lifestyle events in Malaysia.

Media Natural has been with Red Bull since mid-2007.

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