

Coca-Cola to acquire alcohol ready-to-drink brand in Australia

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The Coca-Cola Company announced that it has agreed to acquire Billson's, an Australia-based brand of alcohol ready-to-drink products that include local market leaders Vodka with Tangle, Vodka with Grape Burst, and Vodka with Portello.

The current owners of Billson's, Nathan and Felicity Cowan, will continue to produce their well-known cordial, soda, and beer range under a new brand name and operate their hospitality business in Beechworth, Victoria, Australia.

"We are excited to add Billson's to our portfolio of Australian brands," said Matthias Blume, Coca-Cola Vice President of Marketing, ASEAN and South Pacific. "This acquisition allows us to expand in the dynamic and growing alcoholic ready-to-drink category in Australia and aligns with our vision to provide a beverage for every occasion, always keeping the consumer at the centre of everything we do. Of course, we know that offering options with alcohol brings new responsibilities for us, and we take these seriously. Our Responsible Alcohol Marketing Policy determines how we responsibly go to market with alcohol brands."

Coca-Cola has no current plans to expand Billson's beyond Australia.