



BIG Cola gets BIGGER for Vietnamese consumers

- *The famous drink has recently introduced a new size of 535ml in the Vietnamese beverages market, aiming to democratize consumption.*
- *BIG Cola is the best-selling, most international and emblematic brand of AJE's portfolio, with presence in over 20 countries on three continents, Latin America, Asia and Africa.*
- *BIG has experienced great success since it first arrived to Asia in 2004, getting to be the regional partner of The FA and the official sponsor of the Asia's Got Talent.*

HO CHI MINH CITY, Vietnam – BIG Cola is a brand that fits the needs and trends, as well as the formats and flavors for each market where it is sold, being the black-cola flavor the most popular one. For example, in Vietnam BIG offers different flavors such as Cola, Orange, Lime and Strawberry.

Moreover, when other beverages in the market are focusing on reducing the size of the bottle, offering less product, **BIG has decided to launch an even BIGGER size with its 535ml**. Just so consumers keep enjoying their favorite drink and get even more of it, without spending more money. This is directly related to AJE's business model of "democratizing of consumption" which the company has achieved great success in those markets where it has landed.

BIG has been ranked in the "top ten" of most chosen brands in Latin America and the second in frequency of consumption, according to the Brand Footprint 2015 ranking, prepared by the consulting firm Kantar Worldpanel (KWP). It has also proven to be the favorite drink of Indonesia as ranked by Roy Morgan in 2015.

AJE barged in Asia in 2004 with its most famous product: BIG Cola, arriving to Vietnam in 2010. By this, BIG introduced its business model and philosophy of 'democratizing consumption' and aimed to identify consumers who have dreams and want to do something BIG in life. These are what the brand called 'BIGGERS', this is people who think BIG in order to make their dreams come true.



Since then, the brand's huge acceptance and popularity in Asia persuaded **The FA** (England National Football Team) to become its **official partner** in the region, and also it became the **official beverage of Asia's Got Talent Show** edition celebrated this year.

Thanks to BIG, Asian consumers have the opportunity to access to high quality products at fair prices, but also they get to interact with a brand that cares for its fans and want them to think BIG in order to make their dreams come true. Part of this commitment, it has been BIG's latest promotions that –for example– brought a group of Asian consumers to the 2014 World Cup in Brazil to enjoy a game of the England National team; brought 20 consumers to Singapore to attend the finals of the Asia's Got Talent Show; gave some fans the chance to adopt a giraffe in Kenya; or even gave away incredible prizes such as cars and motorbikes.

About AJE

AJE is one of the world's largest multinational beverage companies, with a presence in more than 20 countries throughout Latin America, Asia and Africa, and with 15,000 direct and indirect employees. AJE is the 4th largest soft drinks company in sales volume and the 3rd largest producer of carbonated soft drinks in those markets where it operates (source: Canadean Annual Soft Drinks - Wisdom - 2013). With a strong commitment to "democratizing consumption," AJE reaches out to new consumer groups and provides them with access to high quality products at fair prices. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade and Volt in the categories of water and juices, as well as hydrating and energy drinks. For more information, please visit: www.ajegroup.com / www.facebook.com/global.bigcola / <http://www.big-cola.com>

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