

New returnable drinks offering from Brandhouse

It is anticipated that the launch this week of the new formats of Strongbow, Smirnoff Spin, Smirnoff Storm and Windhoek Lager in a 660ml returnable sharing packs, will be as popular with customers, as the Amstel Lager launch from Brandhouse Beverages.



Gavin Pike, Brandhouse marketing director, says, "Our promise to consumers is to offer them greater choice through innovation; we believe the launch of these brands in the returnable packs does just that.

"Consumers, especially in the taverns love the new returnable sharing packs as evidenced by the enthusiastic take up of Amstel Lager in this format. The deposit mechanism innovation on returnable bottles means consumers should pay only for the content and not the bottle. We believe consumers will be as enthusiastic about the launch of these brands in the new returnable formats."

Pike believes consumers will be particularly excited by the extension of the Strongbow franchise following its successful introduction into the South African market in September last year in a 330ml bottle.

"Our aim is to bring genuine competition to the South African market. We pride ourselves on our innovative approach, and believe that the increased choice we bring to the market will benefit customers and consumers alike," he concludes.

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