

SABMiller has 'plans to expand beer's appeal in mature markets'

SABMiller plc has a long-term vision of expanding the boundaries of the beer category and appealing to more consumers through innovation and by challenging traditional perceptions of beer, SABMiller CEO Alan Clark said at an investor seminar in London on Monday, 7 October 2014.



Clark outlined the company's long-term growth strategy, including plans to expand beer's appeal in mature markets.

"Our long experience of operating in emerging markets means we are well-positioned to capture the opportunities from these high-growth markets. But in the more mature and fragmented markets, we need a new approach," he said.

SABMiller plc marketing director Nick Fell said: "We know there is untapped potential in beer and it is time to change the image of beer as just a drink for guys watching sport.

"Why shouldn't beer be a great choice with food or something that has much more appeal for women?

"Achieving this will take time but it can be done. We are already seeing good results from strengthening our core lager brands and expanding our portfolios into new areas such as radlers, flavoured beers and ciders," he said.

SABMiller is the world's second-largest brewing company and is one of the world's largest bottlers of Coca-Cola drinks.

SABMiller is a FTSE-20 company, with shares trading on the London Stock Exchange and the company has a secondary listing on the JSE.

Source: BDpro via I-Net Bridge

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