

**NEW**



**FLASH  
BREW**

**No. 1 COFFEE IN A  
CAN IN JAPAN\***

\*No. 1 Canned Coffee brand in Japan based on 2018 sales volume. Source: Intage.

WELCOME TO SOMETHING NEW.  
WELCOME TO FLASH BREW!

**N<sub>0</sub>1**  
**COFFEE**  
— IN A CAN —  
**IN JAPAN\***



**25** YEARS  
IN THE  
MAKING  
**107**  
MILLION  
CASES SOLD IN  
JAPAN IN  
**2018**



Suntory BOSS Coffee uses a flash brew process unique to Japan.



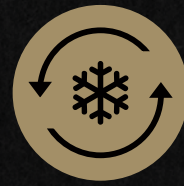
Steeped hot to extract the rich flavour & aromas.



Then rapidly chilled to lock in the flavours.



Suntory BOSS Coffee has been around for 25 years.



Suntory BOSS Coffee is quality, convenient, accessible & cool.

READY TO DRINK  
COFFEE IS WORTH

**\$20B** USD  
GLOBALLY

AND IS  
GROWING

National launch with  
**\$4m** of support



IN AUSTRALIA, THE RTD ICED COFFEE CATEGORY IS UNDERDEVELOPED OR ALMOST NON EXISTENT.

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SKU CODE	DESCRIPTION/ VARIANT	VOLUME	UNIT/ CARTON	CONSUMER B/CODE
6700	Boss Coffee Iced Long Black	273mL	12	9415767068001
6701	Boss Coffee Iced Latte	273mL	12	9415767068018

CONTACT YOUR FRUCOR SUNTORY REPRESENTATIVE ON 1800 237 727

frucor  
SUNTORY