

Milestones of Value Creation

MAKING HISTORY WITH WATER

A History of Mizu To Ikiru

Suntory Group was founded on the threshold of the 20th century in 1899. In the 120 years since then, Suntory has continually created products to enrich people's lives. Each of these products has provided added value based on our commitment to water.

《 Milestones in the History of SBF 》

● : Events in various countries before SBF began business in that region

- 1835 Launch of BRAND'S® Essence of Chicken
- 1899 Opening of Torii Shoten, a precursor of Suntory
- 1921 Establishment of Kotobukiya Limited
- 1929 Launch of Lucozade in the UK
- 1932 Launch of Suntory's first concentrated juice, *Kōrin*
- 1936 Launch of *Orangina* in Europe
- 1938 Launch of *Ribena* in the UK
- 1963 Company name changes from Kotobukiya to Suntory Limited

- 1972 Establishment of Suntory Foods Limited
- 1974 Launch of *Suntory Orange 50*
- 1977 Launch of *Suntory Mineral Water Meisui Series*

- 1981 Launch of *Suntory Oolong Tea* (canned)
- 1991 Launch of *Suntory Minami-Alps Tennensui*
- 1992 Launch of *BOSS*
- 1992 Launch of *Suntory Dekavita C*
- 1994 Launch of *C.C. Lemon*

Suntory Oolong Tea

This product established the sugar-free tea category, which is a characteristic of the Japanese beverage market.



- 1996 Completion of Minami-Alps Hakushu Water Plant for mineral water
- 1997 Launch of *V Energy* in New Zealand
- 1997 Acquisition of master franchise rights for *Pepsi* brand products in Japan from PepsiCo
- 1998 Launch of *Suntory Natchan Orange*
- 2004 Launch of *Suntory Green Tea Iyemon*
- 2006 Launch of *Suntory Black Oolong Tea* (FOSHU)

Suntory Minami-Alps Tennensui

This product has earned popularity with consumers thanks to its fresh, invigorating taste. In 2018, it became the top brand in the Japanese soft drink market in terms of yearly sales volumes.



- 2009 Frucor Group joins SBF Group
- 2009 Orangina Schweppes Group joins SBF Group
- 2011 Establishment of Suntory Beverage & Food Asia and SUNTORY GARUDA BEVERAGE
- 2013 Establishment of Suntory PepsiCo Vietnam Beverage
- 2013 Launch of *TEA+* and *MYTEA*
- 2014 Establishment of Lucozade Ribena Suntory

- 2011 Company name changes to Suntory Beverage & Food Limited
- 2012 Launch of *Orangina* in Japan
- 2013 Listing of SBF on the first section of the Tokyo Stock Exchange
- 2013 Launch of *Suntory Iyemon Tokucha* (FOSHU)
- 2015 Launch of *Yogurina* & *Suntory Tennensui*
- 2015 Japan Beverage Holdings Group joins SBF Group
- 2016 Establishment of Suntory Beverage Solution Limited
- 2017 Launch of *Craft BOSS*



1899 —

The Beverage Business in the Early Days of Suntory

In 1932, the Suntory Group began to manufacture and sell the concentrated apple juice product *Kōrin*, which is believed to be the first soft drink created by Suntory. The in-house development of *Kōrin* shows how, even in that era, Suntory was already creating a variety of new products through technological innovation and the application of its production technology.

1972 —

Official Establishment of the Beverage Business in Japan

Suntory Orange 50, a product free of artificial coloring or preservatives, was launched in 1974 at a time when Japanese consumers were becoming more focused on natural foods. Suntory actively adopted new technologies for the product, including the first returnable bottle in the Japanese beverage industry, and a new type of paper-sealed packaging.

1981 —

Brand Establishment and Expanding Categories: the Origin of Suntory's Long-selling Brands

Rapid diversification of products, containers, and sales channels led to the continual emergence of competing products during the 1980s and 1990s. This was also the period when SBF launched many of its current long-selling brands, including *Suntory Oolong Tea* and the canned *BOSS* range.

1996 —

Brand Growth and Accelerating Business Expansion

Sourced only from specific locations and bottled by dedicated plants, *Suntory Tennensui* mineral water earned continuing popularity as a safe and reliable product backed by strict quality control. SBF also expanded into the market for foods for specified health uses (FOSHU) in response to the growing health-consciousness of consumers.

2009 —

Development of a Global Beverage Business

SBF is building global business structures centering on local brands that have been loved for many years in Europe, Asia, Oceania, and the Americas, and works to provide beverages to customers around the world.

2011 —

Expanding Our Portfolio of Health-oriented and High Added-value Products

In addition to supplying safe, reliable, and delicious products, SBF is also evolving its portfolio in step with changing consumer preferences and health needs. We offer the convenience of beverages that are available whenever and wherever people want a drink, and we adapt to change through the creation of new added value.