



Over the past 60 years, Kinnie has evolved to become one of Malta's leading and much loved brands. Launched in 1952 by Simonds Farsons Cisk plc, amid an influx of globally recognised brands, Kinnie from the start set out to be different from the rest of the competition.

Kinnie's story is as unique as is its distinctive taste and flavour, and 2012 marked another important milestone in its heritage as Kinnie celebrated its 60th anniversary.

Market

In a cola-dominated, fully liberalised, carbonated soft drink market, Kinnie is one of the top performing brands in Malta and holds a key place in the portfolio of Simonds Farsons Cisk plc.

Successfully holding its own within a highly competitive and cluttered market, Kinnie continues to be a prodigious force on the local market and remains the market leader within the bitter sweet beverage segment, which it created in 1952.

In spite of the many imitations that it has inspired over the years, Kinnie has continued to retain its appeal and local market share.

The beverage market in Malta is largely segmented into two main categories – referred to as the on-trade and off-trade. Kinnie features significantly in both with an intensive number of events and promotional activities planned throughout the year. Given that over 1.3 million tourists visit Malta annually, the tourist market is also given a high element of importance in

Kinnie's annual promotional calendar.

Kinnie also plays an important role within the Company's overall strategy to look at exports as a key area for future growth. North Africa is a central area of sales and focus while Canada, the UK and Australia remain traditionally important markets for Kinnie and Company growth. Following its introduction to the UK trade in 2010, Kinnie enjoyed a breakthrough listing with Amazon UK in August 2011, resulting in encouraging sales. For a number of years, the Kinnie range has also been successfully bottled in Australia.

Achievements

Over the past 60 years, Kinnie has evolved into a national brand that continues to be enjoyed and shared by new generations of consumers. Its continued success and consolidation on the local market, and steady progress on the international front, affirms Kinnie's credentials as a quality, original, alternative refreshment that remains as relevant today as it was when first launched in 1952.

Kinnie is appreciated by consumers of all ages and has managed to retain its appeal and premium positioning as Malta's very own family soft drink.

While Kinnie's packaging design has consistently evolved with the times, its successful integration into the Maltese family fabric is a testament to its distinctive taste and flavour which has remained unchanged over the years.

Careful management of the brand has been key to its success. The considerable value consumers attach to it, particularly in the case of overseas consumers and communities who often will go to great lengths to obtain their supply of Kinnie and pastizzi, is a clear endorsement of the brand and its cultural iconic status. To many consumers, Kinnie is considered to be much more than just a soft drink, but rather a national icon to be cherished and shared with friends and family reminding them of home and Malta.

History

Kinnie remains a key brand within the portfolio of Simonds Farsons Cisk plc. The brainchild of former chairman and managing director of Farsons, the late Anthony Miceli Farrugia or is-Sur Nini as he was better known, Kinnie was conceived as a response to the entry of a number of international brands that were being introduced into post war Malta. As Nini wrote, "When we launched Kinnie



in 1952, we had no intention of coming into the market with a soft drink which tasted like any of the renowned international beverages. Our new drink had to possess a distinctive character, so as to identify it from the competition.”

Being different and original was a key condition to Kinnie’s development and while some Italian bottlers produced and developed sweet drinks with an identical colour to the invasion of the colas, “we instead,” Nini recalls, “produced a beverage with an original, bitter sweet flavour and with an amber colour”.

As Nini testified, Kinnie’s immediate success surprised even the trade. “The British and Maltese residents alike could not believe at that time that a Maltese bitter sweet beverage could have enjoyed such market success. Nevertheless, they soon acquired a taste for the new beverage, making it one of the largest selling soft drinks in Malta.”

Product

Ever since Kinnie was launched in 1952, the Company has stayed faithful to Kinnie’s original recipe, which remains a closely guarded secret. Over the years many companies have failed to replicate Kinnie’s deliciously unique taste, original flavour and golden amber colour, made as it is from natural essences extracted from oranges and a blend of aromatic and exotic herbs. Since 1952 there have been a number of design changes and packaging developments that have kept Kinnie in line with the times and helped revitalise its marketing performance.

In 1984, Diet Kinnie was launched amid growing health consciousness among consumers and in view of the rising level of obesity. In 2007, the Kinnie line was further expanded with a



sugarless, extra orange flavour variant called Kinnie Zest to appeal to a younger generation of new consumers.

While Kinnie is an excellent thirst quencher, particularly in the hotter summer months, it is also a highly versatile mixer and food accompaniment. Its aromatic qualities and bitter sweet taste uniquely enable Kinnie to lend itself well to a variety of aperitifs and digestifs, adding flavour and taste to an infinite number of cocktails.

Recent Developments

Kinnie underwent a complete brand redesign in July, 2011, the result of many months of research that was conducted both locally and overseas. This upgrade focused mainly on packaging, and by the end of 2011 all packages of all variants were sporting new imagery. The orange symbol remains at the core of the new design, but it has been modernised and given a fuller 3D effect. The total rebranding exercise completed in 2011 was a fitting prelude to the anniversary marking 60 years since Kinnie was launched, celebrations for which took place throughout 2012.

The launch of the latest variant of the brand, Kinnie Zest, in 2007 brought the Kinnie look closer to a new generation of younger consumers. Kinnie Zest is sugar free, with the zest coming from an added content of orange flavour. Beginning in 2009, Kinnie Zest was launched in special edition bottles wrapped in a uniquely designed full sleeve for the single-serve 50cl bottle. To date, three different designs have been launched.

Promotion

From Kinnie’s inception in 1952, advertising and promotional activities have been central to its elevation to Superbrand status. Over the years Farsons has continued to invest significantly in both above-the-line and below-the-line activities, constantly seeking to engage with consumers in innovative and fresh ways, offering added value to consumers. Online promotions and activities have become increasingly integral to Kinnie’s positioning and presentation, and in 2011 Farsons launched a national campaign collaborating with Tiffany Pisani, winner of the 2010 edition of Britain’s Next Top Model, who became the ‘Face of Diet Kinnie’. Following this highly successful campaign, Farsons extended the concept in 2012 and launched an online search for the 2012 ‘Face of Diet Kinnie’ through a Facebook and TV campaign. Once again, this campaign proved to be extremely successful and within only a few weeks attracted hundreds of entries from both sexes vying for the title!

The branding upgrade launched in the summer of 2011 was accompanied by a national advertising campaign using the tagline, Kinnie Adds Taste. Staying true to its raison d’être, the campaign focused on the suitability of Kinnie as an ideal beverage accompaniment to many types of food popular with the Mediterranean lifestyle and cuisine.

Brand Values

Kinnie is committed to providing high quality refreshment to consumers from around the world. It is highly versatile, complex and individualistic, proud to be different and always ready to engage with the crowd.

Kinnie is an active and committed supporter of local heritage, charities and non-profit organisations.

Taking a more responsible approach to marketing, Kinnie has provided long-standing support to the popular Voices choir, which is a non-profit organisation that raises money for charitable and worthy causes. To date, Voices has contributed over €1 million to various local and international charities. Kinnie has been a sponsor of this initiative for the past 20 years.

Over the course of the years Kinnie also sponsored numerous events in the local arts and culture scene, and continues to support many local sports organisations and activities.



Did you know?

- Kinnie was originally sold in wooden boxes containing 48 x 20 cl glass bottles.
- The name Kinnie was derived from the Italian word ‘chinotto’, which refers to a bitter sweet beverage.
- In 2011, Kinnie was voted as one of the ‘top ten tipples from around the world’ by Yahoo Travel.