

# PRESS RELEASE



## PRICE ADJUSTMENT – LAGER BEER

Delta Beverages has increased the wholesale prices of clear beer by an average of 25%. The recommended retail prices have been adjusted accordingly.

The adjustment of the wholesale price is meant to cushion against the significant increases in local costs, as confirmed by the official inflation statistics. It also addresses the value share with the retail partners.

The Company is still assessing the cost impact on its other products.

The Company notes the reports about hikes in the retail prices of its products. These prices do not reflect the cost of acquiring the beverages from Delta.

We commend the modern trade channel that continues to charge recommended prices. We urge our other retail partners to be considerate in dealing with the consumer.

**END**

**7<sup>th</sup> January 2019**

**Note to editors:**

### **Overview of Delta Corporation**

Delta Corporation, is involved in the brewing of lager and traditional beer and the bottling of soft drinks under license from the Coca Cola Company under the Delta Beverages Company. Delta Beverages a division of Delta Corporation is the country's leading brewer with more than 15 beer brands and some 4,000+ employees across the country. The group's portfolio includes Castle, Chibuku, Chibuku Super, Castle Lite, Redd's and Castle Milk Stout as well as leading local brands such as Golden Pilsener and Zambezi. It operates one of the largest distribution network of depots and delivery fleets in Zimbabwe. The Company has a significant interest in Schweppes Zimbabwe which manufactures still and juice drinks under the Coca- Cola franchise.

### **Enquiries**

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