



MEDIA RELEASE

BINGGRAE TAKES ON AUSTRALIAN BOTANICAL INFUSION DRINK

28 May 2020: Chilled beverage manufacturing and distribution giant, Binggrae has today launched the multi-functional botanical infusion drink, Kanguru into 24 thousand local convenience stores.

Kanguru, developed by Australian company, Red Kangaroo Beverages is headed up by surgeon and ophthalmologist, Dr David Kitchen and is the first emerging brand to be picked up by the local distributor that generates an annual revenue in excess of 1 billion dollars.

Vice President of Binggrae's Chilled Food Business Division, Mr Choi said they were only too pleased to welcome the product that took Queensland-based Dr Kitchen four years, and more than 2000 samples, to perfect.

"The credibility of the team behind Kanguru is exceptional and there is real strength in the management team which secured the deal.

"We are pleased to be bringing Kanguru to South Korean shelves and welcoming our partnership with the Red Kangaroo Beverages team. This product is a welcome addition to our range of beverages due to its health benefits and its scientific, evidence-based formulation – it is completely on trend for our market," Mr Choi said.

Dr Kitchen understands botanicals have long been used and respected locally.

"The Korean culture has a natural, holistic approach with centuries of messaging about natural botanicals transcended from one generation to the next. The long-term deal we've signed with Binggrae is testament to the confidence around our product talking to this audience.

"We have chosen the highest quality botanicals to feature in our drink, including 225mg of Korean Red Ginseng in every can," Dr Kitchen said.

Mr David Westall, Kanguru's President of the Asia Pacific Region said South Korea is the perfect place to introduce the product, and that the obvious trajectory is to then distribute the brand even further afield.

"Binggrae has the highest share of chilled food in convenience stores across the country including the number one selling beverage item, a banana milk drink. They are the perfect partner for us here," Mr Westall said.

Australia will remain the global hub for innovation, however the technology, the equipment, IP and scientific process have been exported to South Korea, working with manufacturing partner, Keumkang B&F.

"The priority was to ensure our product and formulation remains unaltered to maintain the quality and benefits of Kanguru. We worked for two years to find the right manufacturing partner who have the capabilities to replicate our complex manufacturing processes so that the product is completely unchanged locally," Westall said.

For more information, or to arrange an interview, contact littlelion PR:

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Launching a product during a pandemic is not without its challenges, but with South Korea's highly sophisticated response to the COVID-19 crisis, Mr Westall believes the product will be well received.

"Kanguru is the first and only Australian-made botanical infusion drink and is manufactured using a unique infusion process that is the first of its kind in the world" he said.

With expansion into South Korea through Binggrae's extensive distribution reach, this Australian created product is set to disrupt the beverage industry in Asia where trends from South Korea are generally followed.

"We are thrilled to be entering into the South Korean market knowing they lead the way with many trends, and we are honoured that they are backing an Australian innovation," Mr Westall said.

Launching in South Korea with the original flavour, it is expected that new flavours will be added over the coming 12 -18 months.

Over the next three weeks Kanguru will distribute approximately 300 thousand, 250ml cans to 20 thousand convenience chain stores, and in five weeks, sales are expected to exceed 500 thousand and will be sold across 24 thousand convenience stores including the top three chains - 7Eleven, GS25 and EMart24.

"Within 5 weeks from launch we will be in more than half of all convenience stores in South Korea which is an amazing achievement for an independent beverage like ours," Mr Westall said

Kanguru launched in Australia in April 2018 and currently sells both the *Original* and *Mixed Berry & Pomegranate* flavours across their country. For more information visit: www.kanguruenergy.com.au + www.kanguru.kr

Interviews are available with Dr David Kitchen and Mr David Westall from Red Kangaroo Beverages Australia Pty Ltd.

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PRODUCT INFORMATION:

The great tasting scientifically designed KANGURU formulation includes a lot to celebrate and nothing to hide.

-  5 natural premium-botanicals – Korean Red Ginseng, Yerba Mate, Guarana, Schisandra and Green Tea, and in real beneficial not token amounts.
-  13 fundamental ingredients that work together to trigger ATP, the body's natural energy source
-  Balanced set of vitamins including B1 (Thiamine), B2 (Riboflavin) B3, (Niacin), B5 (Pantothenic Acid), B6 (Pyridoxine) and B12 (Cyanocobalamin).
-  100% natural caffeine, derived from premium botanicals.
-  Natural flavours.
-  No sugar (only 23 calories per can), anti-crash.

ASSETS

- Product images, fact sheets, brand video, logo, team headshots and images from the South Korean Manufacturing plant producing the first run of Kanguru for that market can be sourced here: <https://www.dropbox.com/sh/urmmvu2l36vnkse/AACJtv5xOQInmdjw5PRIBCcEa?dl=0>
- South Korean Brand Story Video: <http://www.kanguru.kr/skin/page/story.html>

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Website:	www.kanguru.kr
Instagram:	@kanguru_energy_kr
YouTube:	https://bit.ly/KanguruYoutubeSK
Hashtag:	#kanguruenergy

BACKGROUND

- KANGURU is the brainchild of Queensland-based ophthalmologist, Dr David Kitchen, who has spent four years, and tested 1,982 samples to perfect the formula. In 2018 KANGURU, Australia and the World's first Performance Botanical Infusion was born!
- KANGURU, produced by Red Kangaroo Beverages, is manufactured in Australia under the country's strict food standards
- KANGURU is Australia's first locally owned and manufactured performance drink
- While Australia's major beverage companies have just pledged to reduce the amount of sugar in products by 2025, KANGURU has had a zero sugar policy from day one.

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