

RNS Reach

29 September 2023

East Imperial plc

(the "Company")

Partnership Agreement with US-based Cocktail Courier

East Imperial plc, the global purveyor of super-premium beverages, today is pleased to announce an agreement has been reached with the leading US cocktail delivery company, Cocktail Courier.

The trend of making high-quality cocktails in the home has grown strongly in the US as consumers look to replicate the cocktail bar experience in the comfort of their surroundings. Today, The agreement announced East Imperial as the 'official' mixer for Cocktail Courier's cocktail kits, which will be delivered nationwide in the United States. Cocktail Courier will be employing the Company's can format for their packaging.

This partnership aligns with the Company's US positioning as the only true super-premium mixer in the market. It immediately allows us access to a more discerning and engaged US customer base.

Tony Burt, CEO/Founder of East Imperial, commented:

"We've been super-impressed with Cocktail Courier and their commitment to offering high-quality cocktails and their overall customer experience. East Imperial, being the official mixer for their kits, highlights what Scott and the team are trying to achieve, and having our products in his customers' hands is a fantastic opportunity to drive trial with the perfect target consumer."

Scott Goldman, CEO/Co-Founder of Cocktail Courier, commented:

"What sets East Imperial apart from other premium mixers is their craftsmanship and dedication to reviving traditional recipes and techniques while incorporating a modern twist. At Cocktail Courier, we strive to elevate the art of cocktail-making. Working with Tony and his team will offer our customers an authentic and premium mixer experience that complements the world's finest spirits, precisely what makes East Imperial a favourite among cocktail enthusiasts and professional bartenders alike."

Enquiries:

Anthony Burt / Andrew Robertson - investors@eastimperial.com

About East Imperial

Founded in New Zealand and Singapore in 2012, East Imperial produces a range of ultra-premium mixers that sell throughout APAC, the US and EMEA. Guided by a clear strategy to capitalise on the growing demand for premiumisation across the beverage industry, East Imperial has sold over 33 million bottles in over 20 countries since its founding, with popular products including Old World Tonic, Grapefruit Tonic, Yuzu Tonic and Mombasa Ginger Beer. In 2023, East Imperial won 8 medals at the coveted Tonic & Mixers Masters Competition in London. The company was founded on the philosophy of creating exquisite products defined by heritage, tradition and authenticity. All products are made from the highest quality, all-natural ingredients, reflecting East Imperial's commitment to providing a sustainable product and minimising environmental impacts at every stage of the manufacturing process. For more information about East Imperial and its ultra-premium mixers.

Visit eastimperial.com.

About Cocktail Courier

Since its inception in 2014, Cocktail Courier has pioneered the U.S. cocktail delivery industry, enabling nearly one million households nationwide to embark on a journey of cocktail discovery and enjoyment from the comfort of their homes. In doing so, Cocktail Courier has proudly served millions of cocktails, driven consumer awareness and trial, and created an acclaimed, award-winning brand that is now synonymous with beautiful, approachable, and delicious cocktails.

Visit cocktailcourier.com.

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