

Schweppes International Limited appoints Carlo Rivaroli as General Manager for Italy

- *Schweppes International Limited (SIL), part of the Suntory Beverage & Food Europe (SBFE) Group, hires new General Manager Italy*
- *The former Heineken and Porsche Consulting senior manager will be responsible for further development of SIL's Route to Market strategy and support on-site partner San Benedetto*
- *SIL aims to accelerate the growth of its iconic Schweppes brand in balance with purpose*

Milan, 6 September 2023 –Carlo Rivaroli took up his new position as General Manager Italy at Schweppes International Limited (SIL), part of the Suntory Beverage & Food Europe (SBFE) Group, on 21 August 2023. Italian native Rivaroli replaced Antonio Arrigoni, who retired after an exceptionally long and successful career. Based in Milan, he will be in charge of further developing and strengthening the Schweppes Route to Market strategy and of supporting SIL's partner San Benedetto in defending Schweppes' position as the undisputed leader in the tonic category. Rivaroli, 45, will report to SIL COO Alexis Daems in Amsterdam.

"Carlo comes to SIL with a strong experience of building premium brands, an invaluable global mindset and team spirit, and specifically to the important Italian market. I have no doubt that he will further grow our brands and drive our business with long-term partner San Benedetto," says Daems.

Rivaroli has an extensive international profile and over 15 years' experience in leading teams. Before joining Suntory he held several management, marketing and commercial positions with Heineken in Italy, Amsterdam and Panama. In his roles at Heineken he led the reshape of brand portfolios and the launch of successful innovations in both Europe and Latin America. In his most recent role as Strategic Advisor to Porsche Consulting he advised Italian consumer goods players and investment funds on strategic planning, M&A operations and commercial excellence initiatives.

"I am truly honoured and excited to take on this great opportunity and responsibility at Schweppes International Limited. My commitment is to further develop the very strong business that SIL and its partner San Benedetto have built up over the years. To make this happen, I consider it paramount to excel first of all in two challenges: developing our people in the true spirit of the Suntory Group's vision and values, and nurturing our iconic asset the Schweppes brand," Rivaroli said, outlining his plans for the new role.

The iconic Schweppes brand staged a strong post-Covid recovery in Italy with its appreciation for bitter drinks and a promising growth of the Zero category.

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Notes to Editors

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About Schweppes International Limited

Schweppes International Limited (SIL), part of the Suntory Beverage & Food Europe Group (SBFE), covers the Group's license agreements in Europe, the Caribbean and Africa. Its headquarters are in Amsterdam, Netherlands. SIL operates across more than 50 markets in 5 continents, and partners with almost 100 customers in deploying a broad portfolio of iconic soft drink brands.

It is also the trademark owner of brands such as Orangina, Pulco and Schweppes*.

**Owned and commercialized within SBFE respective territories*

For more information, please visit:

<https://www.suntorybeverageandfood-europe.com/en-GB/eecm-benelux/>

<https://www.linkedin.com/company/schweppes-international-limited/>

About Suntory Beverage & Food Europe

Suntory Beverage & Food Europe (SBFE) was established in 2014 and is one of five regional divisions of the Japan-based Suntory Group, one of the leading global drinks companies.

We're proud to be part of a family-owned business with its inspiring 120-year heritage and we are guided by Shinjiro Torii's founding spirit. SBFE is made up of 3,800 passionate people working throughout Europe on hugely iconic brands including Schweppes*, Orangina, Lucozade, Ribena, La Casera, Oasis*, Pulco and MayTea with a commitment to producing great-tasting, healthier drinks. Everything we do flows from our vision of Growing for Good. Being in harmony with people and nature is at the heart of our business, and we're working every day to ensure that future generations inherit and enjoy a healthy planet.

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For more information, please visit:

<https://www.suntorybeverageandfood-europe.com>

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