



PRESS RELEASE

ESTONIAN BEER 'VIRU' HITS TESCO

Britain's largest supermarket chain, Tesco, has listed Estonian beer, 'Virus' in 250 stores across the UK.

Virus, previously known in Estonia as 'A. Le Coq Premium Extra', is owned by London based Brand Independence Ltd and brewed under license by AS A. Le Coq in Tartu.

Paul Baxendale, Director of Brand Independence said 'Virus has made strong progress in the on-trade and is now well represented in quality bars and restaurants, particularly around London. Though the take home market was not a priority, Tesco have taken a keen interest in Virus and we are delighted to launch into the off trade with the help of such a major retailer'.

Success in other markets seems sure to follow as Virus launches in Italy in September followed by Mozambique in October.

Negotiations are ongoing with a number of distributors in the Far East.

Virus is produced from Lithuanian malted barley, Czech Saaz hops and is shown here in its unique octahedral bottle with new label.

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Ends

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