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CELSIUS to expand to Australia and New Zealand

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Celsius Holdings, Inc., maker of energy drink brand CELSIUS announced plans to expand into new international markets, growing the company's global sales and distribution footprint to include Australia and New Zealand.

"We're pleased to introduce our refreshing, great tasting and functional CELSIUS energy drinks to consumers in Australia and New Zealand," said John Fieldly, Celsius Holdings, Inc. Chairman and CEO. "We expect to continue our international growth at a measured pace, targeting strategically important energy drink markets and employing our proven playbook to build a strong and passionate consumer base."

CELSIUS has selected Suntory Oceania as its exclusive manufacturing, sales and distribution partner in Australia and New Zealand. CELSIUS previously announced a sales and distribution agreement with Suntory Beverage & Food in Great Britain and Ireland, and sales in those markets are expected to begin in the second quarter of 2024.

"CELSIUS is a brand which is breaking new ground and delivering a different consumer experience," said Darren Fullerton, CEO of Suntory Beverage & Food Oceania. "As we build Suntory Oceania, we are delighted to be partnering with CELSIUS to evolve our portfolio and deliver new growth opportunities for all retail partners."