

Coca- Cola acquires kombucha drink brand

19 September 2018 | News

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Australia-based Organic & Raw was co-founded by Anthony Crabb in 2010, who perfected his handmade, fermented drink in his home in 2010. Since then the firm has grown rapidly, with increased sales of its Mojo Crafted Kombucha beverage.

According to Coca-Cola, which is continuing to shift away from soft drinks to drive growth, kombucha is the fastest-growing beverage category in Australia.

Two key leaders who have been responsible for driving Mojo's growth, Anthony Crabb, and sales and marketing director, Andrew Buttery, will remain in their current roles.