

## ZIMA meets food with our new on-line matching service “Zimatch”.

Recipe movie media “DELISH KITCHEN” and food influencers, totaling 17 people, have created this special and exclusive menu to perfectly match food with ZIMA just in time for the summer months.

Bringing together matching technology with home cooking and ZIMA you can now enjoy great food ideas to drink with your favorite ZIMA. The food pairing service which works just like a dating app, will be available on the brand new “Zimatch” website from July 26, 2021 and will be available soon on social media platforms like Instagram and Twitter.



In just 3 easy steps you'll soon be enjoying the new tastes of ZIMA paired perfectly with a delicious home-cooked meal:

- ① Start by verifying your age.
- ② Choose “LIKE” or “SKIP” when images of home-cooked food and suggested ways of drinking ZIMA show up randomly on your screen.
- ③ Then, based on your “LIKES”, Zimatch will show you the “Best Match!”



● Food dish example:

Cool tomato pasta



● ZIMA drinking example:

Drink ZIMA after taking a bath



When you've matched your dish and the way you like to drink your ZIMA, you can find out more about the match and why they are so compatible. A matching story for each matched profile will be displayed for you to enjoy. Take your time to look for your perfect match as many times as you like.



どんなところに惹かれましたか？



冷静なトマトパスタさん  
クールってよく言われる  
ので、引かれないか心配  
でしたが、キン冷えZIMA  
さんも同じくクールな一  
面をお持ちで、私のこと  
をすごく理解してくださ  
る方だなと思いました。

これからやってみたいことは？

キン冷えZIMAさん

暑い日に、ベランピング  
をしてみたいですね。す  
っといい風が入るベラ  
ンダで、暑いけど気持ち  
いいね、なんて言いなが  
らお互いを冷やしあつた  
りして、楽しい時間を過  
ごしたいです。



Exciting new flavours!!

In addition to the new Zimatch service there are two new mouthwatering ZIMA flavours "Lemon & Lime" and "Orange & Cassis" which are also set to hit the market from Monday July 26<sup>th</sup> nationwide (subject to store availability).

【ZIMA Lemon & Lime】

"Lemon & Lime" is designed as a 100% citrus flavour that mixes the lemon flavour (that ZIMA is best known for) with a lime flavour for a refreshing aftertaste. It's refreshing taste is less sweet than the original ZIMA making it the perfect accompaniment to any food dish.



ALC : 4%

Type : Liquor

Ingredients : Spirits, Sugars / acidulants, carbon dioxide, flavors

#### 【ZIMA Orange & Cassis】

"Orange & Cassis" has a gentle taste with the fruity mellowness of cassis and the refreshing sweetness of orange. This is a flavour that is popular with the younger adult generation as it's just so easy to drink.



ALC : 4%

Type : Liquor

Ingredients : Spirits, Sugars / acidulants, carbon dioxide, flavors

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” We are excited to announce that this summer, "ZIMA", which has been popular in Japan for a long time, will be reborn with two exciting new flavours, a new visual identity, new packaging, and a fantastic food matching website called “Zimatch”!! Finding your new way to enjoy ZIMA couldn't be easier.” Shaun Morton, Molson Coors Japan Co., Ltd., Regional Director APAC.

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## About ZIMA

“ZIMA”, born in the United States and launched in Japan in 1997, is a premium ready to drink beverage named after a Slavic word meaning “winter”. ZIMA prides itself on its diverse upbringing and its fresh, clean, great tasting fruity flavour and its appeal to people aged 20 to 30 who are enthusiastic about music, fashion and art, but with diversity at its core, ZIMA is a drink for all adults.

ZIMA has grown into a leading brand of beverages in Japan with its mighty flavour combinations, explosive mixes and unexpected outcomes. “Zima” brings more this summer with its two incredible new flavours, an updated brand logo, and a new 6 can pack for even easier home enjoyment.

- ZIMA Official Website : <https://zima.jp/>
- ZIMA Instagram : [https://www.instagram.com/zima\\_japan/](https://www.instagram.com/zima_japan/)
- ZIMA Twitter : [https://twitter.com/ZIMA\\_JAPAN?s=20](https://twitter.com/ZIMA_JAPAN?s=20)

