

For immediate Media Press Release

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Molson Coors Japan Co., Ltd.

This summer ZIMA introduces two exciting new flavours and a whole NEW look!

The thrilling and newly anticipated changes include an updated brand logo, two sensational new flavours, a brand-new tagline and some packaging with purpose. New ZIMA will be on sale from Monday July 26th nationwide (subject to store availability).



Born in the USA and launched in Japan in 1997, “ZIMA”, a ready to drink beverage named after a Slavic word meaning “winter” prides itself on its diverse upbringing and its fresh, clean, great tasting fruity flavour. With its sophisticated bottle design and effortless drinking, ZIMA hugely appeals to people aged 20 to 30, but with diversity at its core, ZIMA is a drink for all adults.

With its mighty flavour combinations, explosive mixes and unexpected outcomes ZIMA has grown into a leading brand of beverages in Japan.

Recreated with a new logo, tag-line and a 6-can pack so that it is now easy to enjoy at home!

ZIMA’s new tagline ‘Made to Mix’ takes its inspiration from ZIMA’s blended heritage, its incredible mixed flavours and the diverse tastes that ZIMA has become best known for. The fresh and newly rounded logo uses the symbol of infinity in the “Z” to represent the endless potential that diversity creates.



“ZIMA” new brand logo representing diversity’s endless potential.



Product packaging with new logo.

Inspired by changing alcohol consumption trends due to COVID-19, ZIMA has made some further packaging changes. Consumer trends show that “Jenaka consumption” (people enjoying drinking at home) is on the rise and so in response, ZIMA is being reborn in a way that means that more people can enjoy ZIMA at home. Staying with the theme of variation and diversity ZIMA’s newly released 6-can pack, is a nice size to easily stock at home, diversifying the environments in which ZIMA can be enjoyed.



New exciting citrus flavours!!!

In addition to ZIMA's original flavours, we now have two new mouthwatering flavours on the horizon, "Lemon & Lime" and "Orange & Cassis".

"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.

"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.

These new and exciting flavours were purposefully created to expand ZIMA's flavour offerings and cater for an even more diverse range of consumers in an even more diverse range of settings.

Molson Coors Japan Co., Ltd. recently announced (Country Director; Hiroyuki Kaneda) : "With the desire to provide various tastes and other attractions to the brand's diverse following, we are announcing that "ZIMA", which has been long popular in Japan , will be re-energised with a new logo and new "Lemon & Lime" and " Orange & Cassis" flavours."



■ For more information about ZIMA see:

- ZIMA Official Website : <https://zima.jp/>
- ZIMA Instagram : https://www.instagram.com/zima_japan/
- ZIMA Twitter : https://twitter.com/ZIMA_JAPAN?s=20