

## **PRESS RELEASE**

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### **Tradeteam earns £500m contract boost**

Drinks logistics provider Tradeteam has secured a 10-year contract with Coors Brewers Limited worth more than £500m.

The secondary distribution agreement marks an extension of a successful 13-year partnership between the two companies.

Under the terms of the contract, Tradeteam will be responsible for delivering major brands including Carling, Worthington's, Grolsch, Coors Light and Draught Magners to around 30,000 'on trade' outlets.

It is the second major boost for the logistics company in recent months having also secured a renewal of its primary distribution agreement with Coors in a £140m contract.

Tradeteam Managing Director, Simon Stacey said: 'We worked very hard to offer Coors a proposal that featured increased cost efficiencies, flexibility of service geared towards fluctuating volumes and a series of dynamic mechanisms to tailor Tradeteam's services towards changing market requirements' We were delighted to be awarded the business and to continue to build on our existing partnership with Coors

We are all very excited by the opportunity that this contract offers to improve our service even further and is testament to our renewed focus on achieving the highest possible standards'

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Coors Head of Distribution, Chris Machin said: "In renegotiating this contract, our major priority has been to ensure that the needs of our customers are at the heart of the operation. We have agreed stringent performance targets on delivery accuracy, punctuality and customer satisfaction. Tradeteam will be rewarded based on their ability to meet these demanding targets.

"We have been impressed by the levels of service Tradeteam are providing and the company's plans to put flexibility and transparency at the heart of what it will offer us in secondary distribution".

Tradeteam Account Director, Marcus Harban added: "This contract represents a huge vote of confidence in Tradeteam and reflects on both the investments and improvements we have made to the business.

"We are committed to provide more comprehensive services at a lower cost under the new agreement and we are now well positioned to take on the challenges posed by the market to ensure Coors' success".

"We have worked hard to develop a close and trusting partnership with Coors over the years. This contract reflects our thorough understanding of Coors business needs and their strategic direction for the future."

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