



Frucor Beverages Selects Aldata Apollo Space Optimisation Software

AUCKLAND, 11 August 2010: Frucor, the market leader in energy drinks in Australia and New Zealand and the second largest non-alcoholic drinks company in New Zealand have purchased Apollo Space Optimisation software to maximise the sales potential of its products on retail shelves. The company will use Apollo as part of a project to produce store specific plans for their retail clients.

Apollo Space Optimisation, distributed by Metiri Mensus throughout the Asia Pacific region for over 10 years, is a suite of powerful, easy to use software modules that enable retailers and manufacturers to improve category performance and shelf reach. Used by retail and CPG companies worldwide, Apollo enables retailers and manufacturers to improve the space planning process utilising advanced merchandising rules, category assortments, performance criteria, and space constraints.

"Apollo Space Optimisation is a critical tool for Frucor, as it enables us to utilise our own very specific intelligence and expertise in terms of optimising space so as to maximise sales," said Adrian Blake, Commercial Insights Manager at Frucor.

"With over 70% of purchase decisions made in the store at the shelf, producing customer focussed planograms is a critical part of any business," said Alan Pengelly, Managing Director of Metiri Mensus Pty Limited. "The Aldata Apollo Space Optimisation suite enables retailers and manufacturers to better react to changes in customer shopping habits and ensures that corporate plans are executed at the shelf level."

About Frucor Beverages Limited

Frucor is owned by Suntory Holdings Ltd, a Japanese company. They are the market leader in energy drinks throughout Australasia and the second-largest non-alcoholic drinks company in New Zealand. Frucor employs over 600 people across New Zealand and Australia and its brand portfolio includes fruit juices, fruit drinks, energy drinks, waters and soft drinks. To learn more about Frucor go to www.frucor.co.nz.

About Metiri Mensus Pty Limited

Metiri Mensus' business is 100% Merchandising. We are an innovative and dynamic company offering a wide range of Retail Merchandising Solutions that provide the tools for companies to merchandise effectively. We are known as the experts in merchandising and retail space planning via the distribution of Aldata Apollo Space Optimisation Suite throughout Australia and New Zealand. We operate in multiple channels from grocery, to hardware, to pharmacy, to home electronics, books, stationery and apparel with the distributorship in Australia and New Zealand for Mockshop, vrSoftware's visual merchandising solution. To learn more about Metiri Mensus go to www.metirimensus.com.

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100% Merchandising

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