

Coca-Cola enters Zimbabwe's energy drink market

By [Dumisani Ndlela](#)

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The Coca-Cola Company has entered Zimbabwe's energy drinks market in a demonstration of renewed interest in a country that had become a pariah to international investors due to an unprecedented economic crisis.



Coca-Cola launched its burn energy drink in Zimbabwe towards the end of July through its partnership between Coca-Cola East and Central Africa and Zimbabwean beverages group Delta Beverages. The drinks started retailing in most major shops this week.

Atkins Chimhandamba, senior operations manager for Zimbabwe, said at the launch of the drink: "The launch of burn is in line with (Coca-Cola's) strategy of continuous innovation."

Coca-Cola, Delta expansion

Delta Beverages, an associate of South Africa's SABMiller, already distributes carbonated soft drinks under licence from Coca-Cola.

Delta's regional manager Daud Taranhike, said the launch of the new product in Zimbabwe demonstrated Coca-Cola and Delta's strategy to expand their product portfolio beyond sparkling soft drinks.

"The expansion into the energy drinks segment is aimed at continuously offering our customers beverages that meet their varied physical needs while offering wide choices to cater for their changing tastes and preferences," said Taranhike, who noted that there was a growing number of young adults in Zimbabwe who enjoy non-alcoholic, ready-to-drink brands like burn.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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