

MEDIA RELEASE

SCHWEPPE'S CELEBRATES 45-YEAR PARTNERSHIP WITH VRC

Schweppes will celebrate its 45-year partnership with the Victoria Racing Club (VRC) this year by taking up a position in the Birdcage Enclosure across all four days of Cup Week.

The iconic beverage brand has been creating the world's finest mixers since 1783 and has a long association with the VRC and Flemington Racecourse, having been a partner of the club since 1978.

Since then, Schweppes beverages have been a fixture of the trackside experience at Flemington, with countless racegoers celebrating success with a Schweppes in-hand. The brand has sponsored several key races throughout the Melbourne Cup Carnival and across the Flemington Racing Spectacular in March.

Schweppes has served as a mixer in cocktails at the racetrack for many years, with the Flemington Fling a recent staple during Cup Week. This year, Schweppes Lemonade will be used as a key ingredient in a new cocktail prepared trackside to mark the 45-year relationship - more details will be announced about this soon.

Schweppes will create a bigger splash than ever before in the Birdcage Enclosure, with a custom-built structure set to impress valued clients and guests.

Schweppes is a proud part of the Asahi Lifestyle Beverages (ALB) family. ALB's Head of Carbonated Brands, Jarrod Dooley, said this year's Melbourne Cup Carnival will be an unforgettable experience.

"Schweppes has had a proud and long-term partnership with the VRC and Melbourne Cup Carnival for decades. We are thrilled to be a part of the Birdcage again this year.

"Sophistication and elevation from the everyday are at the heart of our brand. So, we couldn't think of a better place to create a captivating and memorable experience for guests. We are looking forward to sharing plans for this destination marquee soon!"

VRC CEO Steve Rosich said the club was delighted to elevate the partnership with Schweppes.

"Relationships of this length are rare and the VRC is pleased to work alongside Schweppes to bring their Melbourne Cup Carnival Birdcage marquee to life," Mr. Rosich said.

"The Birdcage Enclosure is the hottest ticket in town during November and Schweppes brings another layer of energy and sophistication to the precinct. The Birdcage Enclosure is now complete for 2023 with the addition of Schweppes and the VRC thanks Schweppes for their ongoing support of events and entertainment at Flemington."

Every year Cup Week attracts more than 250,000 racegoers to Flemington and contributes more than \$422 million to the economy in its home state of Victoria, Australia.

The 2023 Melbourne Cup Carnival begins on Saturday 4 November with [Penfolds Victoria Derby Day](#), followed by [Lexus Melbourne Cup Day](#) on Tuesday 7 November, [Kennedy Oaks Day](#) on Thursday 9 November, and concludes with [TAB Champions Stakes Day](#) on Saturday 11 November. Melbourne Cup Carnival tickets including corporate and members packages can be purchased at vrc.com.au.

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