



MEDIA RELEASE

Local Western Cape Company appreciates its customers

IMMEDIATE RELEASE

25 June 2015



PenBev Sales Representative, David McCleen (in both images) gave thanks to his customers, Ferial and Omar as part of PenBev's Customer Appreciation Week.

Over 15 000 shop owners and managers were visited by various personnel from the local bottler of The Coca-Cola Company products, Peninsula Beverages (PenBev), to thank them for their ongoing loyalty and support.

With a limited edition Coca-Cola aluminium bottle in hand, an information leaflet and a 'thank you' letter from the Commercial Director at PenBev, Sales Representatives, accompanied by various members of staff from all over the Western and Northern Cape visited their customers' retail outlets to show them how much they appreciated their business.

Public Affairs and Corporate Communications Manager at PenBev, Denise Behrens comments, "Our customers are extremely important to us and we wanted to show them just how much we value their business, so we introduced Customer Appreciation Week."

Behrens concludes, "It's through these kinds of communication initiatives which help us to create lasting mutually beneficial relationships with our customers."

For more information about Peninsula Beverages, visit www.penbev.co.za or contact 021 936 5500.
PenBev is also on Facebook www.facebook.com/PenBev.

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