



PRESS RELEASE

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Fever-Tree Partners with Jamaica Bobsleigh as Official Ginger Beer

JAMAICA, Kingston (January 14, 2025) – Get ready to ride the wave of excitement, because [Fever-Tree](#) is thrilled to announce its partnership with the legendary [Jamaica Bobsleigh](#) team as the Official Ginger Beer! This collaboration isn't just about refreshing drinks; it's about celebrating the vibrant culture and spirit of Jamaica, and we can't wait to share that with all of you.

"Ginger beer is synonymous with cultural gatherings, celebrations, and family events throughout Jamaica, which makes this partnership special as we look to share a little of Jamaica with the world," says Nelson "Chris" Stokes, Olympic athlete and Chairman of [Jamaica Bobsleigh](#). "Partnering with [Fever-Tree](#), whose story is about pursuing the best; aligns perfectly with everything Jamaica Bobsleigh stands for!"

To kick off this exciting journey, we're rolling out some fantastic ways for fans to get involved. Picture this: you could win lifetime experiences with the [Jamaica Bobsleigh](#) team! Imagine sharing a laugh with the athletes, hearing their stories, and maybe even trying your hand at bobsledding. It's an experience you won't want to miss!

"We're thrilled to partner with the Jamaican Bobsleigh to celebrate their incredible spirit and showcase the versatility of our delicious, spicy Ginger Beer brewed with three flavorful gingers." says Frank Mesiti, Sr. Market Manager for New York State at Fever-Tree, USA . "This collaboration perfectly embodies our commitment to bold flavors and vibrant, unforgettable experiences"

But that's not all! We'll also be sampling delicious [Fever-Tree](#) ginger beer at various events, serving up Jamaica-themed drinks that will transport your taste buds straight to the sunny islands. It's all about creating those celebratory moments that bring people together.

And for the die-hard fans, you'll have exclusive access to the team's social media, where you'll get behind-the-scenes looks, insider stories, and all the thrilling action as they gear up for their next big competition.

So, whether you're a bobsleigh enthusiast or just someone who loves a good ginger beer, join us in raising a glass to this incredible partnership. Together, we'll celebrate the energy, joy, and resilience of Jamaica, one sip at a time!

Cheers to new adventures and unforgettable moments!

For more information on Jamaica Bobsleigh & Skeleton, please visit www.jamaicabobsleigh.org

ABOUT FEVER-TREE:

It all began in 2003 with a meeting of minds and one simple premise: if 3/4 of your drink is the mixer, wouldn't you want it to be the best? Our co-founders Charles and Tim, working in different parts of the drinks business, had both spotted that premium spirits were growing quickly, fueled by consumers' increasing awareness of the provenance of what they ate and drank.

However, this growing interest in premium food and drink had seemed to neglect mixers, a crucial element of the drinks industry that remained flat. It struck them both as extraordinary that people were paying a good deal of money for a high-quality spirit, yet had no choice but to drown it with a poor-quality mixer.

From the very beginning, Charles and Tim approached their business in a different way - there would be no compromise at Fever-Tree. Flavor and quality were of the utmost importance.

Since we put the lid on our first bottle of our Premium Indian Tonic Water, we haven't wavered in our single-minded mission to bring quality, flavor and choice back to mixers.

Innovation remains at the heart of Fever-Tree and we've developed a range of mixers to compliment any spirit, or to enjoy soft. Our range of tonic waters perfectly complement the varied flavor categories of gin. Three incredibly diverse varieties of ginger that, together, create a remarkably deep, fresh and true taste, are used to make a selection of ginger ales and ginger beer. We've developed a recipe for cola using Madagascan vanilla with the single purpose: to bring out the best in dark spirits, like whiskies and rum. We have a range of sparkling beverages using the finest, naturally sourced ingredients, and a beautifully simple soda water.

Our story is about an endless pursuit of the best; and the most exciting thing is, we've only just scratched the surface.

For more information go to www.fever-tree.com

ABOUT JAMAICA BOBSLEIGH & SKELETON:

The Jamaica Bobsleigh and Skeleton Federation (JBSF) is the governing body for the sport of Bobsleigh and Skeleton in Jamaica and has been a member of the International Bobsleigh and Skeleton Federation since 1987. The JBSF therefore has administrative responsibility for the iconic Jamaican Bobsled team, immortalized in the 1993 perennial favorite movie, Cool Runnings. Since its dramatic and auspicious debut at the Calgary Olympic Winter Games in 1988, the Jamaican Bobsled team has competed in seven subsequent Games, most recently in Beijing in 2022 where it had its largest contingent ever including a 2-man team, a 4-man team and a women's Monobob competitor. The team remains the most globally recognizable brand in the sport of bobsled and one of the most beloved brands in the Olympic Movement.

For more information go to www.jamaicabobsleigh.org