

# MAJOR MAJOR

## MEDIA RELEASE

### ***NZ music duo partner with Major Major RTD brand to introduce a new look and flavour***

28 September 2023

**Major Major**, the New Zealand made and blended RTD has introduced its latest look and flavour which has been created with the help of Kiwi electronic duo SACHI.

SACHI, made up of Nick Chrisp and Will Thomas, have been performing electronica creations since 2014 and this year became one of only three New Zealand acts to play at Tomorrowland in Belgium, with around 400,000 attendees from over 200 countries.

The Major Major team recognised the creativity and passion of the duo and approached them to see if they'd be interested in bringing some of their creativity to a new Major Major flavour. The pair agreed and today Major Major has launched its Sparkling Tequila Margarita with Citrus Twist flavour with a fun iridescent look on the can.



Major Major Senior Brand Manager Caroline Taku says Major Major is a relatively recent brand which started with two Whiskey flavours, before moving to Vodka bases and this SACHI collaboration is the first to use Tequila.

"The creation is quite light and crisp and we think the Tequila balances the citrus flavours well, said Caroline.

Nick said this is the first time they've been involved in creating something like the Major Major RTD and they can see the creativity needed to both make the drink taste great and also to package it in a way that gives a sense of the duo's music and to show a celebration of summer.

"We decided on the citrus twist flavour because it's fresh, margarita-esque tones take us to Summer with friends over beautiful food and drink, festivals and music. It's the perfect accompaniment to the things we and our audience love," said Nick

Caroline says the 320ml can ten packs are an evolution of the contemporary-cool black packaging. "This time they are iridescent, which gives a nod to SACHI's recognizable brand and provides a bit of fun."

The release of the Major Major SACHI collaboration coincides with the release of SACHI's new single "Feel Good" and New Zealanders can expect more new music in the coming months – including at Rhythm and Alps where SACHI have been named in the line-up.

The new flavour will be in stores from 2 October.

#### About Major Major

Just over two years old, Major Major boasts a great range of Vodka, Whisky and Bourbon & Cola flavours, ranging from 4.8% to 6% alc/vol – something for every occasion. Blended & made in New Zealand, Major Major is packed with natural flavours ranging from Apple, Ginger, Peach, Passionfruit, Blackcurrant, Mango and Cola.

Sold in 320ml can 10 packs with contemporary-cool packaging, Major Major is for those who enjoy a refreshing full flavoured RTD.

**ENDS**