

# Thirst quenchers

**T**HE A.S. WATSON Group has been quenching thirsts for more than 170 years. Its forerunner, the Canton Dispensary, established the first soda water factory in China in 1832, making it one of the world's pioneers in soda-water manufacturing.

**Then...** In 1875, the Group erected the first factory in Hong Kong at 1-3 Stanley Street, producing six flavours of beverages. Orange squash, cream soda, lemonade and the like were served in glass bottles. With the A.S. Watson company name clearly seen on the poster, the two-dimensional advertisement was very direct and the message was loud and clear.

**Now...** Today, the Group's Manufacturing Division is a well-established producer of beverages and drinking water products in Asia. Its portfolio of beverages includes long-established household brands Mr. Juicy, Sunkist, Sarsae, Crystal Spring Tea and Watson's Mixers, with each featuring a wide range of flavours. At affordable prices for the Hong Kong and Mainland mass markets, the beverages are also available in different forms (cans, plastic bottles or tetra pak/paper-carton). Marketing of brands, rather than the company name, is now the name of the game and television commercials promote the drinks' unique identity.

