

*"To believe,  
one must want to believe"...*

by Silvio Pellico

# Table of Contents

FROM THE CHAIRMAN’S DESK	
FROM VISION TO REALITY	
FROM ANCIENT MYTH TO ETERNAL RESURGENCE	1
UNRAVELLING THE ENIGMA BEHIND THE NAME’S ORIGIN	5
1999-2022: THE MILLENNIUM PILLAR	7
2022-PRESENT: ‘THE STATUE OF RENAISSANCE’	9
CRAFTING A LEGACY, SAVOURED THROUGH GENERATIONS	13
NURTURING THE ESSENCE OF BEVERAGE HERITAGE	15
BREWING A LEGACY: PHOENIX BEVERAGES LIMITED EMERGES	21
FROM CREATION TO CONVERGENCE	23
PHOENIX CAMP MINERALS LIMITED: THE BEVERAGE INDUSTRY PIONEER	25
FROM UNITY COMES SUCCESS: THE HARMONIOUS FUSION OF BEVERAGE PIONEERS	27
FROM MILESTONES TO MOMENTUM: CELEBRATING ACHIEVEMENTS, FUELLING GROWTH	31
FROM ANCIENT GRAINS TO GLOBAL APPLAUSE: THE STORY OF BEER	33
BEER IN MAURITIUS: THE ESSENCE OF MAURITIUS IN EVERY SIP	37
THE NAME ‘PHOENIX BEER’: UNLEASHING THE SPIRIT OF THE PHOENIX	39
THE DAY PHOENIX BEER WAS LAUNCHED	41
THE ART OF PHOENIX BEER RECIPE & PRODUCTION PROCESS	45
“BREWING AT PHOENIX BEVERAGES LIMITED - MAURITIUS”	49
THE MAIDEN CUP 1963: A HISTORIC TRIUMPH FOR MAURITIUS BREWERIES LIMITED & PHOENIX BEER	56
A PARADE OF SLOGANS	57
THE FAMILY TREE	72
THE STORY OF THE FAMILY TREE: THE PHOENIX LINEAGE	79
PHOENIX AND & MAURITIANS: THE UBIQUITOUS PRESENCE OF PHOENIX BEVERAGES	83
PIONEERING INNOVATION TO RESHAPE THE BEVERAGE LANDSCAPE	93
OUR SOURCES & REFERENCES	94



*From the Chairman's Desk*

*Reflecting on Our Journey*

Dear Readers,

Within this celebratory edition, we endeavour to highlight the pivotal achievements of Phoenix Beverages Limited spanning the last two decades. Throughout this period, the company has honed its strategic direction, paving the way for a promising future.

As we mark the 60th year of Phoenix Beer in Mauritius, we also recognise its intrinsic bond with the Mauritian culture.

Navigating these significant anniversaries provides an immersive exploration into the legacy, current stature, and prospective trajectory of the Phoenix Beverages Group.

I am confident that, as a responsible producer, Phoenix Beverages Group has expanded its vistas, aligning seamlessly with its aspiration for regional growth and assimilating the ethos of "IBL Beyond Borders."

I extend my deepest appreciation for your steadfast commitment and enduring partnership with Phoenix Beverages.

Arnaud Lagesse







*From Vision to Reality*

*The CEO's Prelude*

Dear Partners,

I am honoured to present our commemorative book, celebrating the 20th anniversary of Phoenix Beverages Limited, a landmark that emerged from the merger of Mauritius Breweries Limited and Phoenix Camp Mineral Minerals Limited. This significant juncture also aligns with the 60th celebration of our Phoenix beer and marks seven decades of our collaborative journey with The Coca-Cola Company.

It was essential for us to curate and encapsulate these historical milestones and our forward-looking visions, all converging towards sculpting a progressive horizon for the group, within this special edition.

This publication accentuates the group's ambition to bolster its regional growth, underpinned by a holistic environmental strategy. We remain resolute in our quest for operational excellence, resonating with our pledge to deliver unparalleled standards in our business endeavours.

I extend my profound gratitude for the consistent trust and engagement you have placed in our company and our distinguished brands.

Bernard Theys

"Embrace the myth.  
embody the legend"



## FROM ANCIENT MYTH TO ETERNAL RESURGENCE

The Phoenix terminology boasts a rich lineage, tracing back long before the existence of Mauritius.

The 'Phoenix' is a mythical creature, holding significance across various mythologies and folklore. In Greek mythology, the Phoenix is an immortal bird that undergoes self-regeneration. It is often depicted as a majestic bird with vibrant plumage, typically associated with fire and sun. The essence of the Phoenix revolves around its cyclical process of death and rebirth.

In mythology, the lifespan of a Phoenix ranges from 500 to 1,000 years. At the culmination of its life, it crafts a nest and ignites the latter; from its ashes, a new Phoenix arises. It stands as a symbol of resurrection, rejuvenation, and immortality, encapsulating themes of transformation, resilience, and the prowess to overcome adversity.







"Unveiling  
the tapestry of time"



## UNRAVELLING THE ENIGMA

### BEHIND THE NAME'S ORIGIN

History dates back to 1845 in Mauritius, where a sugar estate named Phoenix was established at the confluence of two rivers: the Mesnil and Rivière Sèche.

The estate derived its name from the endemic palm trees found exclusively in Mauritius and Réunion Island, bearing a resemblance to the Phoenician palm.

Phoenix Sugar Estate, under the stewardship of Henry Barlow, clinched a gold medal for its premium quality sugar. However, due to a financial downturn, the sugar mill ceased operations in 1874. By 1880, Phoenix Sugar Estate merged with Trianon Sugar Estate, leading to the transfer of all sugarcane plantations to the latter.

The 1892 cyclone wreaked destruction of the Trianon Sugar Estate, leaving the sugar mill building bereft of its machinery and ultimately leading to its demolition.

The Phoenix region was named in homage to the sugar mill's name.

It was only later that the brewery was established in Phoenix, attributed to its favourable climatic conditions, strategic location for island-wide product distribution, and water supply.

Thus, the beer was named after the city's rich history, drawing inspiration from both the mythical bird and the Phoenician palms. Just as the sugar was adorned with gold medals, the beer garnered multiple accolades and stands today as a staple brand in the heart of Mauritians.





**1999 – 2022**

## THE MILLENNIUM PILLAR

### *A PROMINENT LANDMARK AT THE VACOAS-PHOENIX ROUNDABOUT*

'The Millennium Pillar' was an initiative aimed at enhancing the cityscape of Vacoas-Phoenix by erecting a magnificent statue at its bustling roundabout, colloquially known as the "Rond-Point La Bière."

The Phoenix Millennium Pillar was a captivating piece of art originally crafted by the talented Hungarian artist, Ms. Zsuzsanna Szemok, with Mr. Pierre Lagesse serving as the project's architect.

The sculpture depicted the Vacoas tree, complete with its roots and a trunk adorned with basalt, mirroring the tree's leaves. At its pinnacle stood a bronze rendition of a nascent Phoenix. The bronze casting was executed by Forges Tardieu foundry, while the supporting tree structure was constructed by General Construction.

This monumental stele, standing 10 meters tall and spanning a meter in width, was erected in 1999 to commemorate the transition from 1999 to the year 2000 and the 35th anniversary of Vacoas/Phoenix's elevation to a municipality. It was officially unveiled on September 23, 1999.

Today, a segment of the sculpture, particularly the Phoenix, graces the entrance of Phoenix Beverages Limited.





## 2022 – PRESENT

### ‘The Statue of RenaiSenses’

#### THE ARTISTIC ENDEAVOUR UNDER THE ‘WASTE TO ART’ INITIATIVE IN THE INDIAN OCEAN REGION

After more than three years of relentless effort, the new Phoenix statue emerged, paying tribute to the initiatives outlined in Phoenix Beverages Group’s sustainable development plan.

This artistic masterpiece was conceptualised and curated by ZeeArts, in collaboration with Indian and Mauritian artists, Kishor Kanta and Vick Shibdoyal, respectively.

The project also garnered support from Phoenix Beverages Group’s welding team, Luxconsult as the engineering consultants, and Transinvest for the groundwork at the roundabout.

Named as ‘The Statue of RenaiSenses’, this sculpture powerfully encapsulates the timeless cycle of rebirth embodied by the Phoenix. Its design was meticulously crafted to exude dynamism. It stands as a profoundly contemporary, captivating piece, rooted in a recycling concept for all its constituent materials.

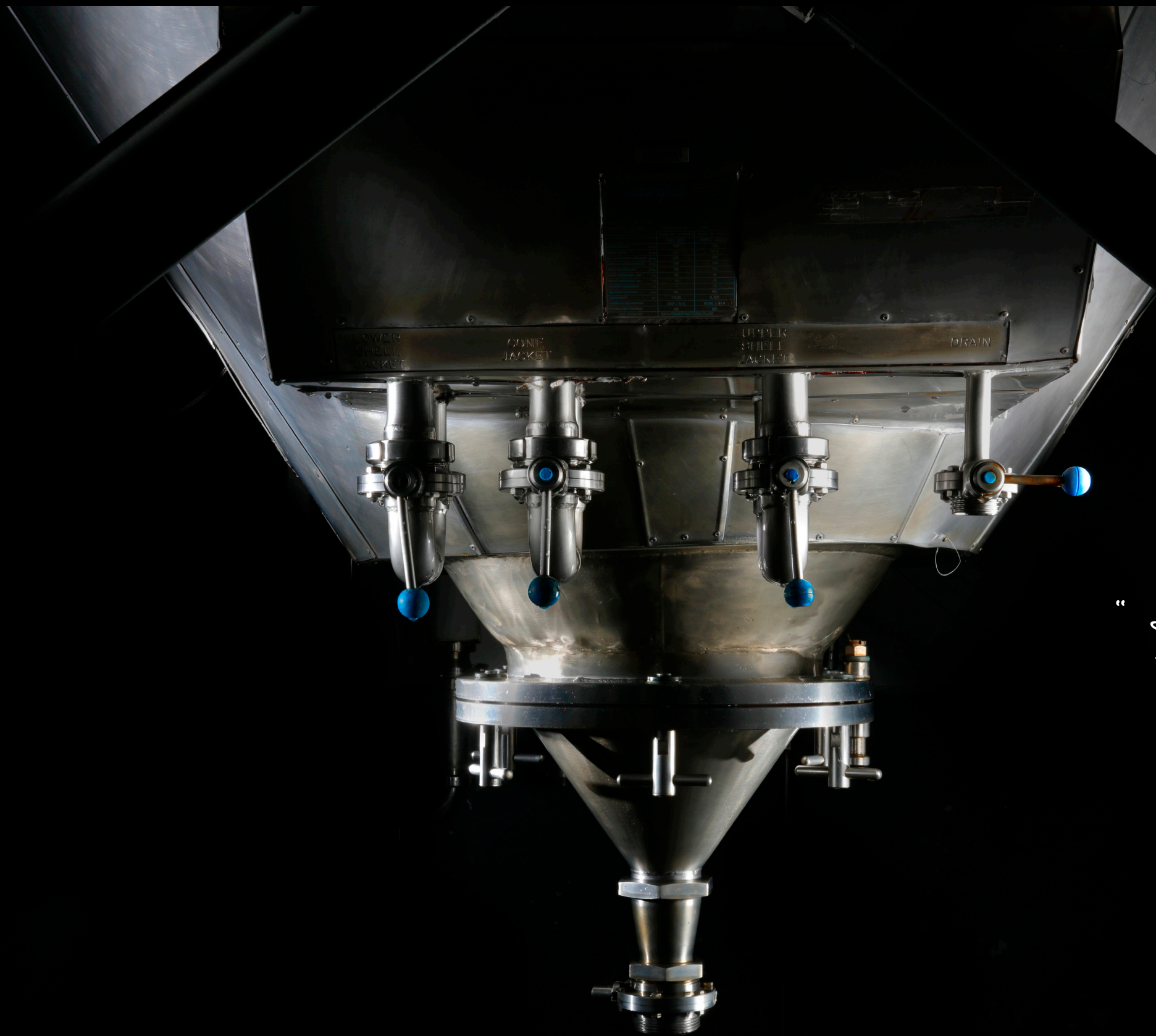
Its composition is distinct, ingeniously integrating salvaged metals and spare metallic parts from Phoenix Beverages Group’s old bottling lines.

Instead of being discarded, these materials were repurposed, promoting a sustainable economy through waste upcycling practices.

Now proudly perched on the roundabout that once housed the ‘Millennium Pillar’, this stunning ten-meter statue fills the residents of Vacoas-Phoenix with immense pride.







*"Anchoring legacy.  
forging a timeless  
heritage of excellence"*



## BREWING A LEGACY, SAVOURED THROUGH GENERATIONS

Steeped in beverage industry history, Phoenix Beverages Group has been a prominent player since its inception in 1931.

Over the years, the company has evolved to become one of the leading FMCG (Fast-Moving Consumer Goods) entity in Mauritius, driven by the ambition to ascend as a regional market leader.

Since 1993, Phoenix Beverages Group has been publicly listed on the official market of the Mauritius Stock Exchange under the name Phoenix Beverages Limited.

Fuelled by the aspiration to be the commercial beverage leader in the Indian Ocean region, the company laid the foundations for world-class execution, prioritising product availability and accessibility locally as well as internationally.

One amongst the strategic objectives has been to mould a company whose fundamentals are anchored in a portfolio of robust and impactful brands, integrated into a holistic vision for the group and aligned with chosen Sustainable Development Goals (SDGs).

Phoenix Beverages Group boasts a diverse product array, encompassing a broad spectrum of both alcoholic and non-alcoholic beverages. This includes beers, wines and spirits, soft drinks, table water, iced teas, and other products.

The company also serves as the authorised bottler for esteemed international brands, such as The Coca-Cola Company and Diageo products, in Mauritius.

The driving force behind its progress is its exceptional team of over 1,650 dedicated employees, whose collective endeavours have earned Phoenix Beverages Group multiple international accolades from Monde Sélection, recognising the quality of its beers. This committed and highly skilled workforce enabled the operations of four factories located in Mauritian and Réunion Island territories, propelling the company forward with an unwavering pursuit of excellence.





## NURTURING THE ESSENCE OF BEVERAGE HERITAGE

In 1960, the establishment of Mauritius Breweries Limited marked the commencement of beer production in Mauritius. The pioneer shareholders were:

- Pierre Hugnin
- J. Philippe Lagesse
- Pierre Dalais
- Henry Rousset
- Pierre Larcher
- Bertrand Desvaux de Marigny
- Cyril Lagesse

The inaugural Board of Directors comprised the shareholders and notable individuals such as Maurice Ulcoq, Gérard Desvaux de Marigny, Tejanand Sewraj, and France Yip Tong.

J. Philippe Lagesse took on the role of Board Chairman while Pierre Hugnin Jr., the son of Pierre Hugnin Sr., was appointed as the Managing Director, with M. de Robillard serving as the Sales Director and Roger Blasco as the Head Brewer.





The company was endowed with a subscribed capital of 2 million rupees. From the outset, the leadership made the deliberate decision to eschew foreign investments, aiming to establish a truly Mauritian company where locals could become shareholders.

With shares priced at Rs 10 each, the company successfully attracted over 300 shareholders, thereby solidifying its status as a Mauritian enterprise.

Securing an appropriate site for the brewery's construction proved to be a project spanning over six months, ultimately culminating in the selection of the current location in Phoenix. The site was chosen with meticulous care, considering various technical factors such as the land type, climatic conditions, water availability, and the feasibility of wastewater disposal. All decisions regarding location and setup were made based on the advice provided by Mr. A. Maringe, the Director of Industrial Studies in Paris in 1961. The enterprise was established that same year under his supervision.





The architectural facets of the project were overseen by Boulle-Lagesse-Schaub, while La Mauritius Building was entrusted with the construction works. Electrical tasks were undertaken by Maison Rey-Lenferna, and technicians from Hall-Genève-Langlois installed all the requisite machinery.

To ensure the production of high-quality beer, the brewing room was supplied by Meura, a Belgian company renowned for its beer production expertise since 1845.

At the time of its inauguration, the factory employed 40 individuals with an aim to produce 35,000 hectolitres of beer annually. In the very first year, 30,000 hectolitres were produced.

On August 26, 1963, Phoenix Beer was officially launched. The inaugural tasting was conducted by Head Brewer Roger Blasco, a man deeply passionate about brewing.

Journalists remarked that his dedication to beer was so profound that he could have spent his entire life in the brewery. Once brewed, the beer was bottled in 'Chopine' (35 ml) and bottles (75 ml) formats, sealed with a cap, and distributed to retailers across the island.

Mauritius Breweries Limited boasted its own dedicated fleet of trucks and staff assigned to manage the distribution process.







## BREWING A LEGACY

### PHOENIX BEVERAGES LIMITED EMERGES

Originally established as Mauritius Breweries Limited in 1960, decades later, in 2003, Mauritius Breweries Limited underwent a rebranding and repositioned itself as Phoenix Beverages Limited. This decision was made to mirror the company's expanded product range and diversified offerings beyond beer production.

The new name, Phoenix Beverages Limited, was chosen to symbolize the company's ability to adapt, transform, and tackle new market challenges.

By embracing the name "Phoenix", the company aimed to convey themes of rebirth, renewal, and resilience.



## FROM CREATION TO CONVERGENCE

### *A JOURNEY OF UNITING BEVERAGES*

Phoenix Beverages Group has a long and illustrious history spanning several decades. The journey began in 1931 with the establishment of Phoenix Camp Minerals Limited. Over time, the company has made significant strides and achieved numerous milestones.

In 1953, Phoenix Camp Minerals Limited entered into a bottling agreement with The Coca-Cola Company, firmly establishing its market presence.

In 1960, Mauritius Breweries Limited was incorporated, broadening the company's offerings.

In 1963, the iconic Phoenix Beer brand was launched, gaining recognition for its quality and flavour.

In 1991, the company founded Mauritius Glass Gallery Ltd, emphasising glass recycling and showcasing its commitment to the environment.

In 1993, Mauritius Breweries Limited was listed on the Mauritius Stock Exchange, further solidifying its industry standing.

In 1996, the company introduced the use of aluminium cans, providing additional packaging options and catering for consumer preferences.

In 2003, a significant transformation took place when Mauritius Breweries Limited rebranded as Phoenix Beverages Limited, reflecting its expanded product range and diversified offerings.

That same year, a new distribution center was established in Phoenix, enhancing logistics and ensuring efficient operations.

Continuing its expansion and global footprint, Phoenix Beverages Limited merged with Phoenix Camp Minerals Limited in 2008, further accentuating its leadership in beverage production.

In 2009, the company established Phoenix Réunion Sarl in La Réunion, expanding its reach and entering new markets.

In 2016, a corporate repositioning occurred when Phoenix Beverages Limited introduced the trading name PhoenixBev, representing its dynamic and modern identity.

That same year, the acquisition of Edena SA in La Réunion bolstered its regional market presence.

Also, in 2016, a new production unit was set up in Nouvelle-France, featuring cutting-edge technology focused on manufacturing efficiency and capacity enhancement.

In 2021, Koté Vins underwent a rebranding and emerged as PhoenixBev Wines & Spirits.

Additionally, this period also witnessed the inception of the PhoenixEarth Initiative, taking responsibility for advancing sustainable development efforts across the group. Through this initiative, Phoenix Beverages Group showcased its pledge to fulfilling environmental responsibilities beyond the company in both Mauritian and Réunion territories.

Lastly, in 2022, Phoenix Beverages Group restructured under the communicative umbrella of the website [phoenixbeveragesgroup.mu](https://phoenixbeveragesgroup.mu) (PBG), identifying each brand in its portfolio based on the country of distribution.



## PHOENIX CAMP MINERALS LIMITED

### THE PIONEER OF THE BEVERAGES INDUSTRY

Phoenix Camp Minerals Limited held a notable legacy within Mauritius' beverage sector.

Incorporated in 1931, the firm's primary endeavour was the production and bottling of mineral water.

It swiftly earned a reputation for its dedication to delivering premium products and securing a dominant market position.

In 1953, a pivotal moment for Phoenix Camp Minerals Limited was marked by the initiation of a bottling agreement with The Coca-Cola Company. This strategic alliance enhanced its stature in the beverage landscape and diversified its product range beyond just mineral water.





# FROM UNITY COMES SUCCESS

## THE HARMONIOUS MERGER OF BEVERAGE PIONEERS

Over the years, Phoenix Camp Minerals Limited continued to expand and adapt. In 1960, the company’s key shareholders took a pivotal step by incorporating Mauritius Breweries Limited, broadening their investment by venturing into beer production.

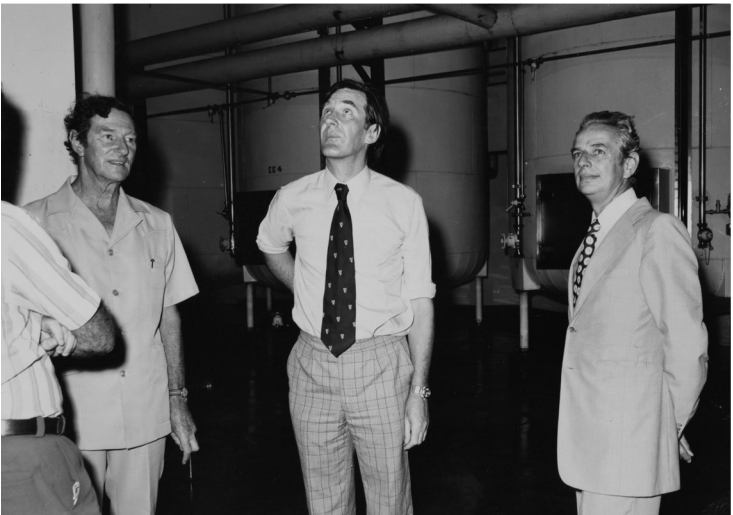


The merger of Phoenix Camp Minerals with Mauritius Breweries Limited in 2008 marked a significant milestone. This unification combined their respective expertise and resources, forging a more robust and diversified beverage company known as Phoenix Beverages Limited.

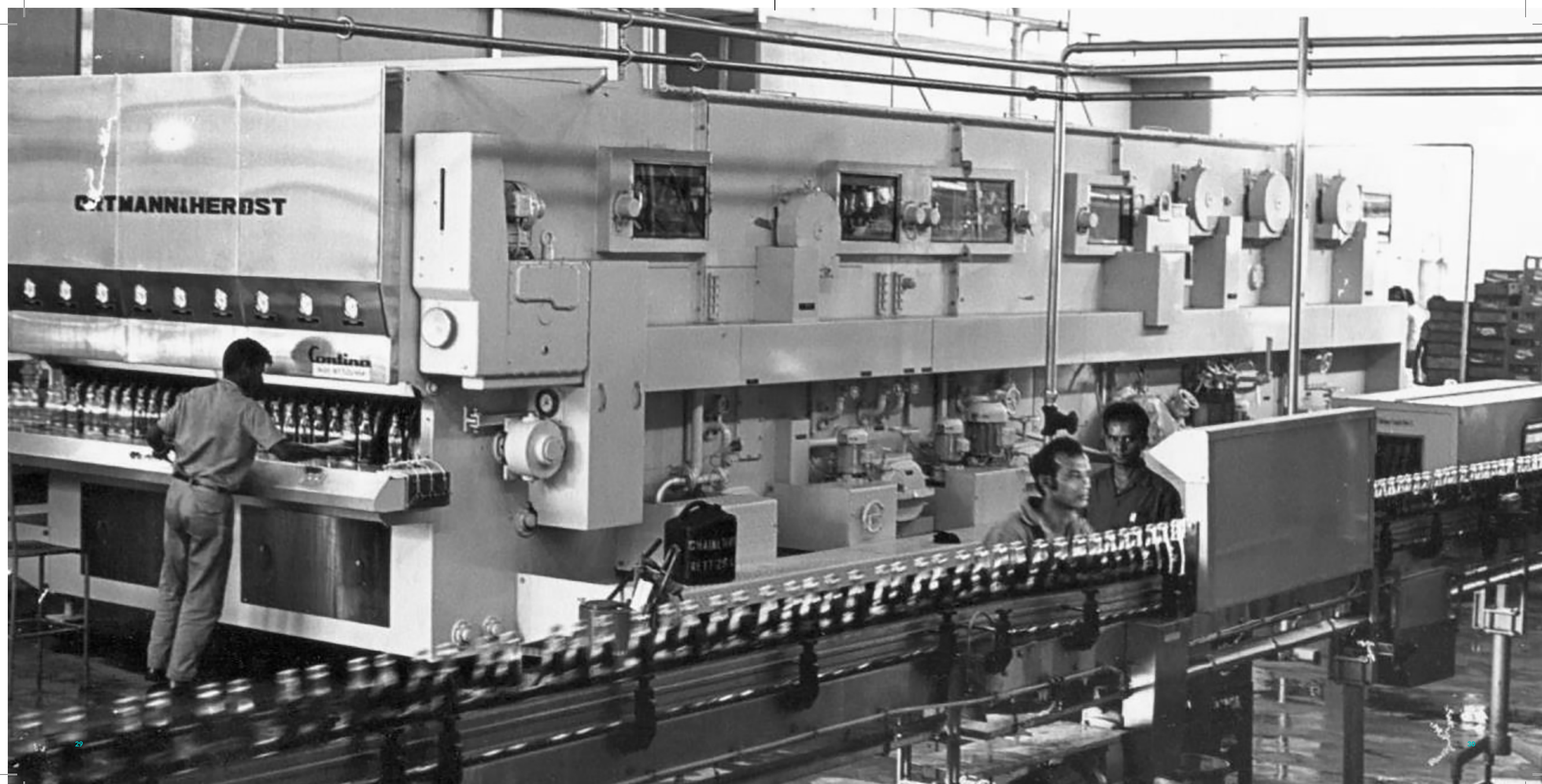
This newly formed entity broadened its product range to encompass not only mineral water and beer but also a variety of other beverages.

A further rebranding exercise took place in 2016, transitioning to PhoenixBev.

This rebranding signified a crucial moment of transformation and strategic evolution for the company. The decision to adopt a new trade name was driven by the company’s vision of being a proud Mauritian beverage firm while adapting to market dynamics.









# FROM MILESTONES TO MOMENTUM

## CELEBRATING ACHIEVEMENTS, FUELING GROWTH

Incorporated in 1960, Mauritius Breweries Limited marked a significant milestone with the successful launch of its Phoenix beer in 1963.

Initially relying on manual processes despite having advanced machinery for its time, the company gradually embraced automation in the 1980s and achieved full automated production in the 1990s through the introduction of digital mechanisation. This technological advancement enabled the company to optimise its production capabilities.

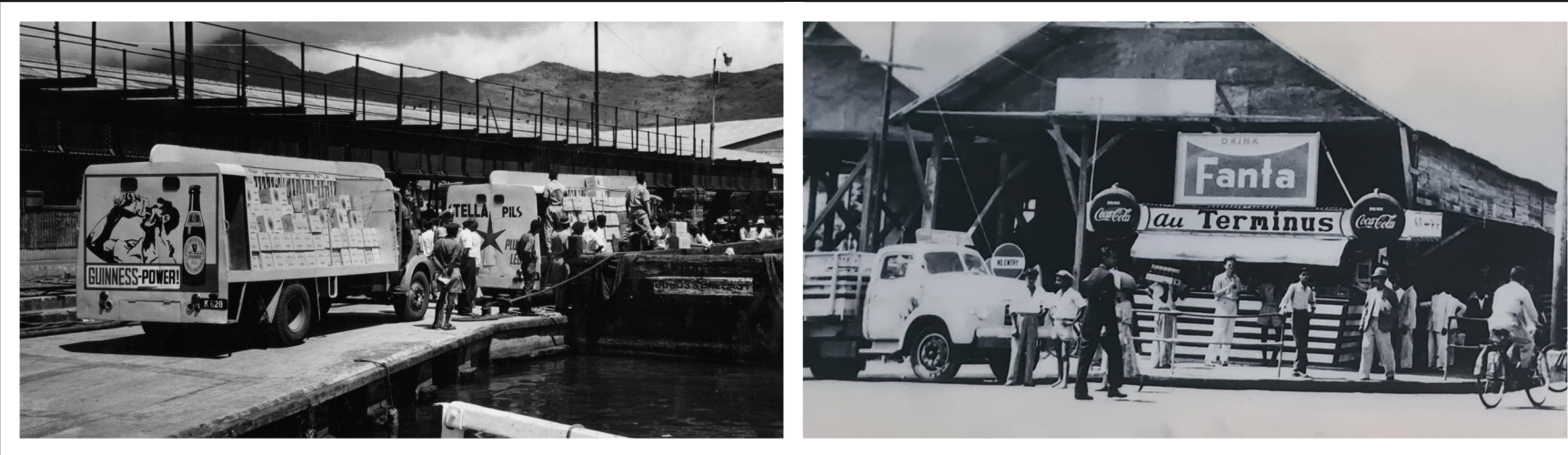
Simultaneously, Mauritius Breweries Limited ventured into the development of new beers and beverages, catering to the evolving consumer preferences. This strategic approach allowed the company to expand its market presence, capturing a 94% market share in Mauritius across all beer categories.

The growing popularity of Phoenix beer among Mauritian consumers led to a surge in production. Recognising its influence, the company was listed on the Mauritius Stock Exchange in 1993.

A pivotal moment in its history occurred in 2008 with the merger between Mauritius Breweries Limited and Phoenix Camp Minerals Limited, presenting challenges to both management and workers. These changes were successfully integrated, paving the way for a unified and stronger enterprise.

The company began exporting Phoenix Beer to various international markets, sharing the taste and quality of their renowned beer with consumers beyond Mauritian shores. In 2016, Phoenix Beverages Limited spread its wings with the acquisition of Edena Boissons in Réunion Island, a beverage company specialising in spring water production.

In 2021, Phoenix Beverages Limited expanded its beer portfolio with an investment of 25 million rupees in establishing a craft brewery named Manawa Craft Brewery.



## HISTORY OF PHOENIX BEER

### A TASTE OF HERITAGE BREWED TO PERFECTION

Beer, a cherished alcoholic beverage, boasts a rich and ancient history.

Its roots trace back to around 7000 BC in China, known as Kui, and it was enjoyed in Mesopotamia around 4000 BC.

By 3000 BC, the Babylonians were producing over 20 types of beer, while the Egyptians had already developed a taste for it by 1500 BC.

The Greeks and Romans introduced beer into Europe, with Roman soldiers being particularly fond of it.

During the Middle Ages, European monasteries became brewing hubs.

By the 13th century, Germany, England, and Austria embarked on commercial beer production, setting high-quality standards.

Germany's Reinheitsgebot law of 1516 regulated beer ingredients to water, barley, and hops.

The significance of yeast was uncovered in the mid-1800s, leading to its inclusion.

Today, Germany stands among the top beer-producing nations, boasting over 5,000 varieties and an annual export of 1.5 billion litres. Munich's beer festival, over 200 years old, remains a treasured tradition.

Indeed, beer has seamlessly woven itself into human culture throughout history.







Unveiling the history  
of Phoenix Beer &  
Mauritius Breweries Limited



## BEER IN MAURITIUS

### THE ESSENCE OF MAURITIUS IN EVERY SIP

The history of beer in Mauritius dates back to the 19th century.

The first attempt at brewing beer in Mauritius can be traced back to the 1870s by William Hewetson, who established a brewery in Curepipe alongside a hop plantation. However, this venture could not be sustained.

In 1882, Draeger, a German brewer, opened a brewery near Curepipe named "La Brasserie." But for reasons unknown, this establishment too ceased its operations.





## THE 'PHOENIX BEER' NAME

### UNLEASH THE SPIRIT OF THE PHOENIX

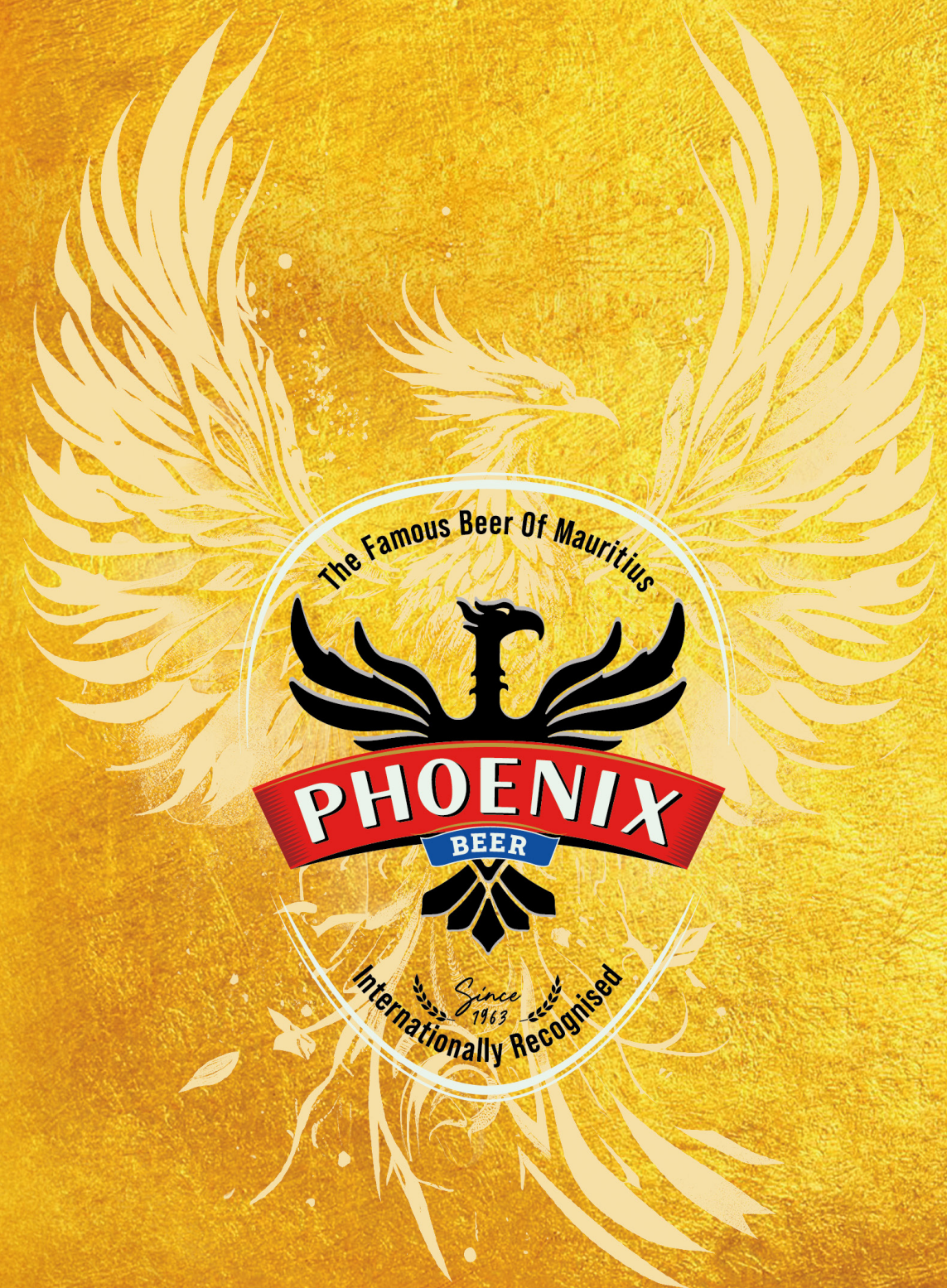
The name "Phoenix Beer" carries a dual significance, paying tribute both to the exceptional endemic palm trees of Mauritius and to the mythical bird from ancient Greek mythology.

The palm trees, known as *Acanthophoenix rubra*, thrived in the favourable climate of the region, inspiring Phoenix Beverages' choice of name.

The origins of the name "Phoenix" trace back to the Greek poet Hesiod in the 6th century BC, who mentioned the mythical bird renowned for its extraordinary longevity.

Just as the legendary phoenix was believed to possess eternal life and would rise from its own ashes, the palm tree was likened to this enduring creature, with its leaves resembling the wings of the mythical bird.

Therefore, Phoenix Beverages' choice of the name "Phoenix Beer" not only honours the unique endemic palm trees of the region but also captures the essence of the mythical bird, symbolising the longevity and timeless beauty of nature.





However, these visionary founders dispelled all reservations and extended an invitation to the media for an exclusive tour of the state-of-the-art brewery. The innovative concept of a brewery in Phoenix was conceived by Mr. Pierre Hugnin Sr. in 1960. Such entrepreneurial spirit embodies the very essence of Mauritius Breweries Limited's legacy. It stands as a testament to the foresight and commitment of its founders, whose endeavours have undoubtedly shaped a brighter and more promising future for the industry.

Dans les milieux diplomatiques occidentaux, on considère la proposition de M. Chou-en-Lai comme de la propagande,

Quantité sur les écrans du CONSORTIUM.

SUSPECTED TRANSFER OF LICENCES				
CR	No	SITUATION	From	To
128372	No. 7, Municipalité de Saint-Jean, Port Louis	Manali	Honorable	Vallée Marquis







# THE ARTISTRY OF

## PHOENIX BEER'S RECIPE & PRODUCTION PROCESS

The primary ingredients consist of malt, hops, and barley.

Phoenix Beer is a pale lager crafted from high-quality ingredients, including malted barley, hops, water, and yeast.



It undergoes a meticulous brewing process to ensure a consistently exceptional taste profile.

The beer is renowned for its crisp and refreshing flavour, with a balanced blend of malt sweetness and hop bitterness.



Phoenix Beer is available in an array of formats, encompassing both bottles and cans, catering to a variety of consumption occasions. It is typically savoured on its own, delivering a rejuvenating experience, or paired with meals to enhance culinary flavours.

The crafting of Phoenix Beer is a meticulous journey spanning approximately 4 to 5 weeks before it's deemed ready for consumption.

Every stage of the process, from the stringent selection of raw materials to intricate processing, through fermentation, brewer's tasting, laboratory assessments, and finally bottling, is overseen by industry specialists and adept craftsmen.

Each production phase is executed with precision and an eye for detail, ensuring the beer achieves its desired attributes.

The choice of premium-grade raw materials forms the cornerstone of the brewing process.

As the beer undergoes fermentation, skilled brewers diligently monitor its progression, refining flavours and aromas to achieve the optimal balance.

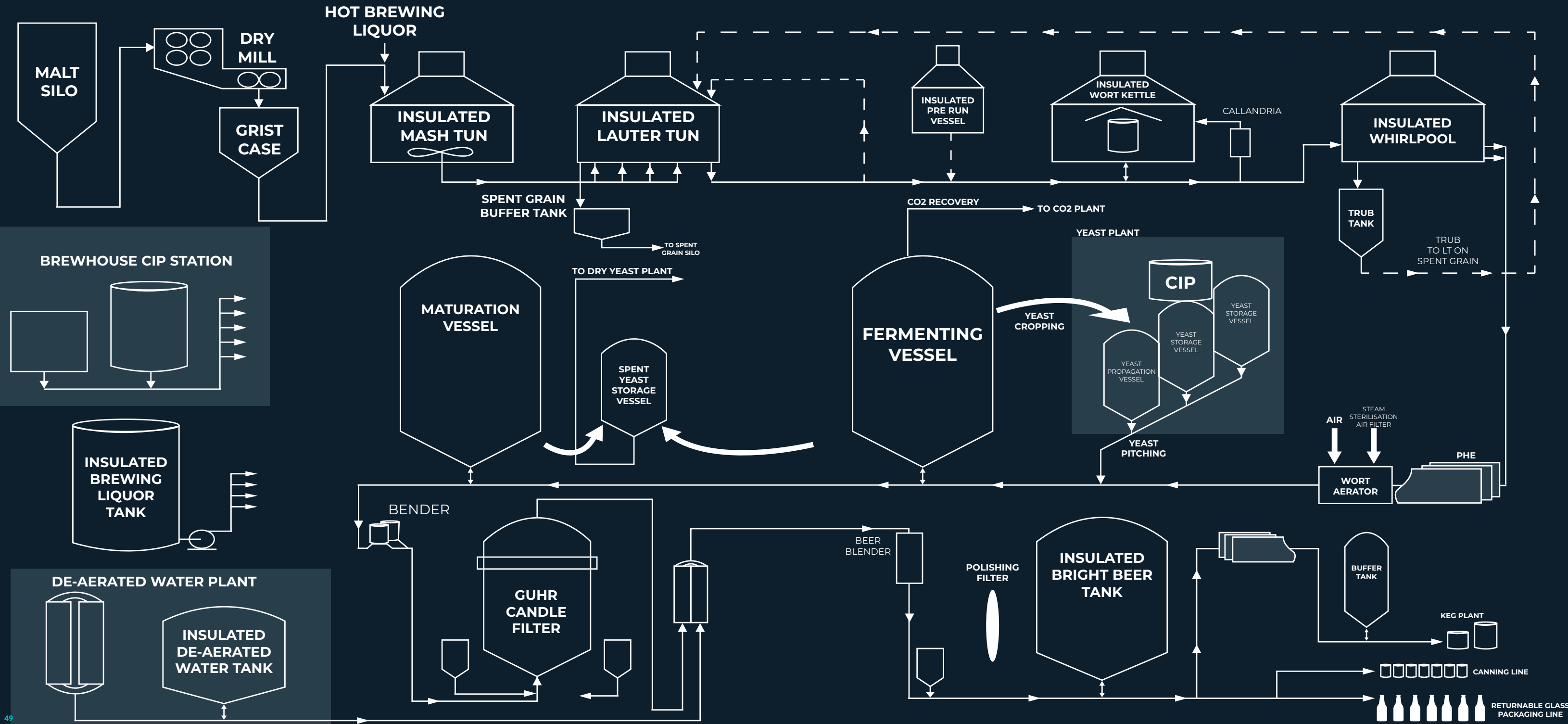
To uphold the highest quality standards, rigorous laboratory tests are conducted, further underscoring the commitment to excellence.

Only when the beer has met stringent criteria and undergone thorough scrutiny is it entrusted to the bottling process.

Throughout this intricate journey, the prowess of industry professionals shines through, culminating in the creation of Phoenix Beer.



“Brewing at Phoenix Beverages Ltd - Mauritius”







Phoenix Beer has achieved notable success, emerging as one of the most esteemed and sought-after beverages in Mauritius.

It also gains recognition for its outstanding quality on the global stage.

Since 1981, Phoenix Beer has repeatedly clinched the coveted gold medal at the Monde Selection contest, a testament to its brewing standards and exceptional taste.

Phoenix Beer has not only garnered immense popularity among consumers but has also elevated the international reputation of Mauritian beer.

It stands as a testament to the brewery's unwavering commitment to crafting a superior product that resonates with beer enthusiasts both locally and globally.



Ascending to the pinnacle  
of brewing excellence



## THE MAIDEN CUP 1963

### A HISTORIC TRIUMPH FOR MAURITIUS BREWERIES LIMITED AND PHOENIX BEER

The unveiling of Phoenix Beer at the Maiden Cup in 1963 marked a pivotal moment for Mauritius Breweries Limited. This esteemed annual race in Mauritius provided the perfect stage for its official debut.



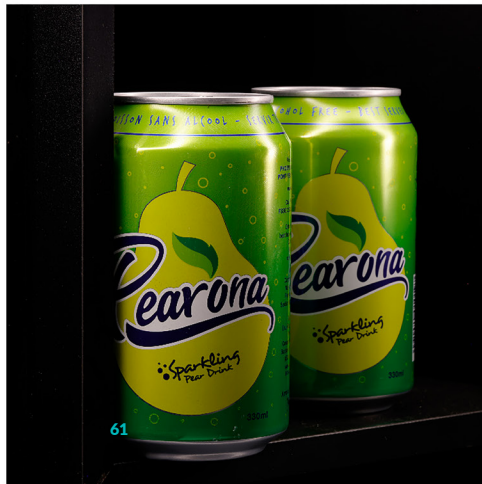
## A PARADE OF SLOGANS

- 1963 • Nou Pays Nou Maiden
- 1963 • Nou Pays Nou Labiere
- 2011 • Nou Pays Nou Phoenix
- 2012 • Nou Pays Nou Passion
- 2013 • 50 Nou Fete Sa
- 2014 • Nou Fete sa, Cheers
- 2016 • Nou Passion, Cheers
- 2020 • Nou Tou Ansam
- 2023 • Nou Lazwa Se Kan Nou Tou Ansam





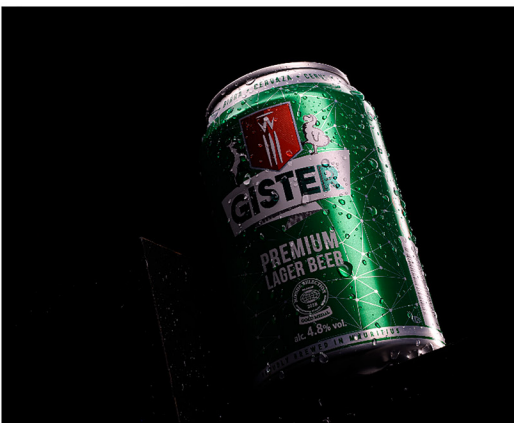
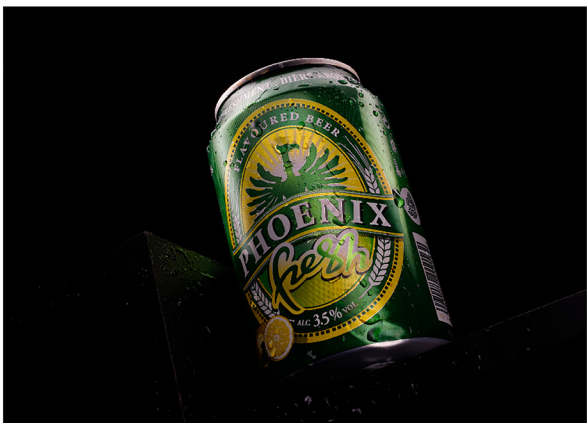
Discover a world  
of refreshment & indulgence



















**NOU TOU ANSAM DEPI 60 AN**

**Nou Collector Pou Nou 60 An**





# Family Tree





Rooted in tradition  
branching out to excellence





## PATRICK RIVALLAND

CHIEF OPERATING OFFICER/  
CHIEF FINANCIAL OFFICER

Patrick joined Phoenix Camp Minerals (PCM) in 1999 as the Financial and Administrative Manager before ascending to the role of Group CFO in 2001, following the merger of PCM and Mauritius Breweries Ltd (MBL).

Since 2014, he has held the dual roles of COO and CFO for the group.

He considers experiencing the merger of these two prominent companies a privilege. He recalls that both entities had distinct corporate cultures. He takes pride in the transformation PhoenixBev has undergone since then and is equally pleased to have played a part in the journey and in establishing Phoenix Beverages Limited as a leader in the beverage sector. The establishment of Phoenix Réunion and the acquisition of Edena in Réunion Island also stand out as significant milestones in his professional life.

For Patrick, discipline and rigour are fundamental to achieving success.



## GERVAIS RAMBERT

HEAD BREWER

Gervais Rambert joined the brewery in 1977, rising to the position of Head Brewer by 1992.

He brought with him a wealth of experience and expertise to the company.

A graduate from the Diageo brewing school in Park Royal, London, and from St James Gate, Dublin, as well as the VLB Research Institute in Berlin, he has worked in several renowned breweries across Europe, including Guinness Park Royal in London, Le Pêcheur, Meteor, and Kronenbourg in France. He elevated Phoenix's brewery to new heights.

While he has retired from his formal role, he continues to serve the company as a consultant.

"Many moments have left an indelible mark on my brewing journey. Among them, I fondly recall the brewing training I received in Europe. This profession has enriched me immensely. We cultivated a distinct Mauritian brewing expertise, crafted unique recipes, and consistently innovated by adopting new technologies and modernising our equipment. We've always been meticulous about maintaining quality consistency. Above all, our primary focus has been to delight our loyal consumers."



A portrait of Jean-Bruno Henriot, a man with dark hair and glasses, wearing a light blue button-down shirt. He is sitting in front of a dark background with industrial pipes and gauges. His right hand is resting on his chin, and his left hand is on his knee.

**JEAN-BRUNO HENRIOT**

SENIOR MANAGER BREWERY OPERATIONS

A portrait of Dewald Goosen, a man with light brown hair and glasses, wearing a dark blue blazer over a blue and white striped shirt. He is sitting in front of a dark background with industrial pipes and gauges. His hands are resting on his knees.

**DEWALD GOOSEN**

CRAFT BREWER



## THE STORY OF THE FAMILY TREE

### THE PHOENIX LINEAGE



Starting humbly with a workforce of 40 in 1963, the brewing sector has seen exponential growth, now encompassing a team of over 1,650 committed professionals.

A stint at PhoenixBev has left an indelible mark on numerous individuals, with many dedicating their entire professional journey to this esteemed organisation.



Cyril Lagesse, with an illustrious 56-year tenure at Phoenix, embarked on his professional odyssey with the company in 1960. His leadership roles notably included serving as Chairman from 1975 to 2007.

Even after relinquishing his role in 2016, his sagacity and mentorship remained essential to the board's decisions until his unfortunate demise a few years ago, solidifying his legacy as a guiding figure within the firm.



“ My father, the late J. Cyril Lagesse, became a member of the Mauritius Breweries Limited board in 1960 and relinquished his position in June 2016. Over this 56-year span, he was instrumental in shaping the company’s trajectory, working in concert with other distinguished board members. Serving as the Chairman of Phoenix Beverages Limited from 1975 to 2007, his astute business acumen guided the company to achieve notable milestones.



His discernment and foresight were invaluable, earning immense trust from fellow board members and the executive teams.

“I remember him being an exemplary great mentor to all of us,” said Arnaud Lagesse, son of Cyril Lagesse.

Having been a board member of Phoenix Beverages Limited since 1998, Arnaud Lagesse ascended to the role of Non-Executive Chairman in 2017.

“While PhoenixBev remains at the forefront, it consistently seeks innovation, refines its expertise, and broadens its portfolio, always attuned to consumer feedback. The recent introduction of the Manawa craft beer is a clear indication of this commitment.

Recognising the vast potential of the Mauritian market, the firm is also actively exploring avenues for international expansion to diversify its geographical reach.

In addition, Phoenix Beverages is advancing its corporate sustainability strategy. Among our notable initiatives, we inaugurated the PhoenixEarth Initiative in December 2021 and have integrated solar panels to power the refrigeration units of a cooling facility, thus curtailing our reliance on fossil fuels.

We are also piloting electric vehicles, assessing the viability of transitioning away from diesel and petrol-powered delivery fleets.

Moreover, in collaboration with the Mauritian authorities, we have proposed a novel PET collection system, which, once operational, has the potential to significantly enhance our collection rates – a move towards Extended Producer Responsibility (EPR).”





## PHOENIX & MAURITIANS

### THE UBIQUITOUS PRESENCE OF PHOENIX BEVERAGES

No gathering in Mauritius is truly complete without Phoenix Beverages' products.

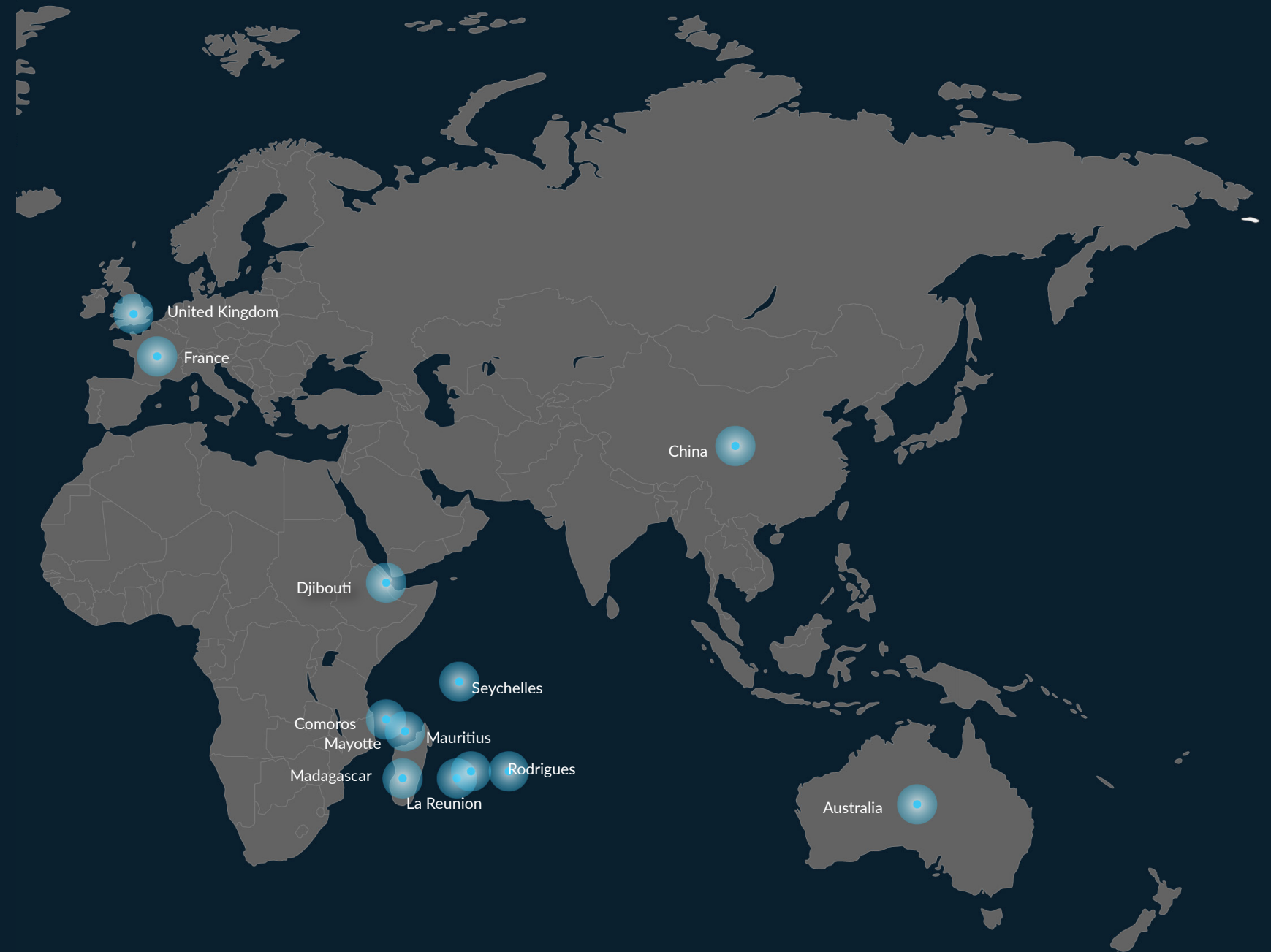
The ubiquity of Phoenix Beer, Cidona, Pearona, and Eski is a testimony to their integral role in Mauritian celebrations, from joyous milestones like birthdays and weddings to more solemn occasions such as funerals.

When travelling overseas, the quintessential gift that Mauritians often present to international friends is the iconic Phoenix Beer can. Its appeal goes beyond national boundaries, standing as a beacon of Mauritian hospitality and a reminiscent taste of home to be shared globally.

Phoenix Beverages Group, having earned the trust of the Mauritian populace, has established a sterling reputation through its societal endeavours.

Beyond mere event sponsorships, the group has embarked on pioneering and impactful initiatives that resonate positively within the Mauritian community. One laudable endeavour includes championing local talents through singing competitions and musical group challenges. The inception of "Kafe Kiltir Moris" also provided an avenue for aspiring artists to showcase their skills. Through these ventures, Phoenix Beverages Group not only celebrates Mauritius's rich cultural heritage but also paves the way for talented individuals to emerge and shine.

By nurturing local talents and embracing the nation's cultural tapestry, the group underscores its commitment to the upliftment and advancement of the Mauritian community. These endeavours epitomise the group's dedication to making a profound and positive impact beyond the beverage production realm.





**Nou valer  
se nou  
leker**



*Enriching Lives  
Inspiring Communities*



Phoenix Beer has become an identity for Mauritians both domestically and within the Mauritian diaspora. It's a 100% Mauritian beer, showcased through the "Kafé Kiltir" platform across the entire Indian Ocean region.





The Mauritius Glass Gallery, created in 1991.  
It is a place where experienced artisans create  
works of art based on recycled glass.



Phoenix Earth  
INITIATIVE

PET RECYCLING





Crafting a  
bold tomorrow



## PIONEERING INNOVATION TO RESHAPE THE BEVERAGE LANDSCAPE

Our aim is to emerge as the premier beverage enterprise in the Indian Ocean region, dedicated to “ Providing happiness through beverages “. We strive to fulfil this dedication by presenting an unparalleled portfolio of both alcoholic and non-alcoholic drinks.

The cornerstone of our strategy is anchored in our commitment to world-class execution, ensuring widespread availability and affordability of our products in our chosen markets.

World-class execution transcends flawless production and distribution. It encompasses excellence in health and safety, efficient resource utilisation, and effective waste management.

We take immense pride in our consistent ability to innovate and introduce new products that cater to the evolving needs of our consumers and clients, all the while bolstering the growth of our brands.

In line with our core values, we embrace responsible business practices, recognising their indispensability for sustainable long-term profitability.



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