

**WELCOME**

**ON**

**BOARD**

The

**BETTER DRINKS CO.**

YOU JOINING HAS MADE US THAT LITTLE BIT BETTER

WE WANT TO MAKE IT EASY TO SETTLE IN  
SO HERE'S SOME THINGS WE'LL DO  
TO SHOW YOU THE ROPES  
AND ANSWER A FEW QUESTIONS.

RIGHT, WHICH POT DO WE LEAVE THE KEY UNDER  
AND IS IT OK TO PARK ON THE LAWN?

WHO MAKES THE  
**BEST COFFEE**

IN THE OFFICE

and who are the neighbours

SO WHO'S WHO  
AND HOW DO I FIT  
IN AROUND HERE?



THERE'S A LITTLE BIT OF DULL BUT NECESSARY HOUSEKEEPING WE'LL NEED TO GET SORTED

**WE'LL HEAD**

**OUT WEST**

**AND CHECK OUT THE PLANT**

WHAT MAKES OUR BRANDS BETTER?

**Charlie's**  
since 1999



SEE HOW THE  
EXPERTS DO IT

THESE DRINKS  
DON'T DELIVER  
THEMSELVES

WE BELIEVE IN  
**LISTENING TO**

**OUR CUSTOMERS**

WHICH YOU'LL GET THE CHANCE TO DO  
IN ROUTE, IN GROCERY AND ON THE PHONES.

YOU'LL MEET  
SOME OF OUR KEY PARTNERS

WHO ARE HELPING US  
TO BE BETTER

THEN YOU'LL  
GET THE CHANCE  
**TO KNOW OUR  
KEY CUSTOMERS  
A LITTLE BETTER**

MAKE SURE  
YOU TELL US  
WHAT YOU THINK  
WE CAN DO BETTER.

IF THERE'S  
ANYTHING ELSE  
YOU WANT TO KNOW.  
JUST ASK.

BECAUSE  
WE'RE ALL COMMITTED  
TO LISTENING  
AND CHALLENGING  
OURSELVES FOR  
THE BETTER.

The  
**BETTER DRINKS**  
CO.