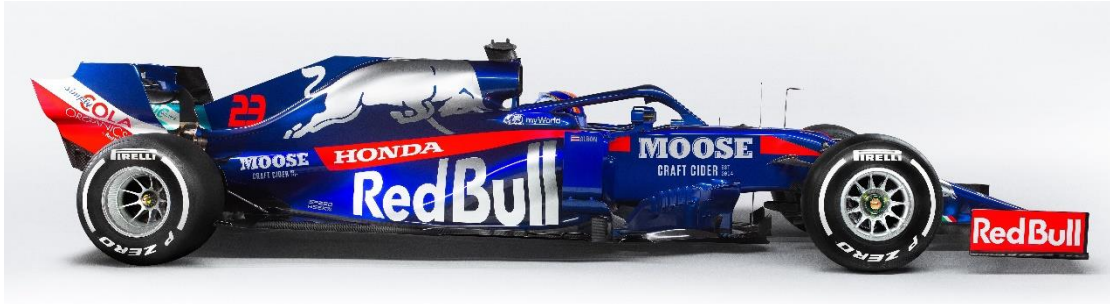


22nd July 2019

Moose Craft Cider locks horns with Thailand F1 driver Alex Albon and Formula One team Scuderia Toro Rosso



Moose, Thailand's premium apple craft cider, today announces Alex Albon as their first ever brand ambassador as part of a new partnership with Scuderia Toro Rosso. As an official partner to the team the Moose logo will be featured on both drivers' race overalls, the STR14 cars and on Alex's helmet from the 2019 German Grand Prix onwards.

This partnership demonstrates the full commitment from both Moose Craft Cider and the Red Bull owned F1 team to support Thailand's motorsport ambitions on a global stage to further develop grassroots motorsport and to empower young people to follow their dreams.

Assistant Managing Director of Siam Winery Khun Varit Yoovidhya, "Alex is the perfect role model for young Thai athletes having shown incredible persistence and determination throughout his, at times, challenging career. After successful years in Junior categories he got his F1 opportunity at Toro Rosso where he's already impressed everyone with his talent, speed and character. The Moose brand stands for passion, being authentic and to follow our own path, all of which we feel is very much embodied by Alex and Toro Rosso. This partnership will also support our goal to significantly grow the cider market in Thailand and Asia and make Moose Craft Cider a leader in its field. Siam Winery, who owns the Moose Craft Cider brand, and Alex will work hand in hand with Thailand Sports Authority to send a very strong message about responsible drinking - Never Drink when you Drive."

Scuderia Toro Rosso Team Principal Franz Tost said: "Moose Craft Cider is a famous Thai brand and we are very proud to work together. It's fantastic to have a Thai company invest in the team and it's a clear demonstration of Alex's growing popularity in the country and the progress the team is making. Having a Thai partner in combination with Alex being a Thai driver makes total sense, and we hope we can gain many more Thai fans over the months to come. We are very impressed by the brand's ambition and we will give our best to support them to achieve their goal of not just growing the brand within and beyond Thailand, but also to encourage more young Thai drivers to follow in Alex's footsteps. We look forward to working with Moose on some exciting initiatives in the future."

Alex Albon said: "It's a real honour to be a brand ambassador for Moose Craft Cider, a young and ambitious Thai brand that I can personally identify with. It also shows that Formula 1 is growing in popularity in my home country Thailand, something that makes me incredibly proud and happy."



From Moose Craft Cider:

Cider is an alcoholic drink, made from fermenting apple juice, that has been popular across the world for thousands of years. Moose Craft Cider is the first to be produced by Thais in Thailand. We believe people are ready for something different and something authentic. We pair international tradition and ingredients, the highest quality of apples specially selected from Europe with local Thai craftsmanship for an outstanding depth of flavour, clean and refreshing apple cider. We are the modern makers, the contemporary crafters. Our purpose is to be a new way to enjoy life's most rewarding moments.

www.moosecider.com

