



## **Media Statement**

**September 2009**

### **DB CANCELS SAISON TRADEMARK**

DB Breweries is in the process of cancelling the registration of its Saison trademark with the Intellectual Property Office of New Zealand (IPONZ). The company has held the trademark since April 2002.

DB Breweries' general manager marketing Clare Morgan says the decision to cancel the trademark was a logical one given the company hasn't produced Saison for a considerable time.

"We haven't brewed Monteith's Saison for six years and we have no intention of re-launching it to the market as it no longer fits our current Monteith's portfolio. The brand was very well received when it was first launched but we ceased production in 2003."

Clare Morgan says the cancellation of the Saison trademark has no bearing on the company's 'Radler' trademark.

"Monteith's Radler has been in the market for nearly 10 years and is one of our most popular variants. Our investment over this time has been substantial and reflects our ongoing commitment to its longevity and success."

**ENDS**

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