

PARADISE BEVERAGES (FIJI) LIMITED



About Paradise Beverages (Fiji) Limited



Paradise Beverages (Fiji) Limited is the leading manufacturer of beer, distilled spirits and alcoholic ready-to-drink (RTD) beverages in Fiji and Samoa. The company employs around 500 employees across Fiji and Samoa, with its distillery located in Lautoka. Since the onset of the COVID-19 pandemic, Paradise Beverages has revised its business strategy to focus on the production of hand sanitiser for the next 12 months.

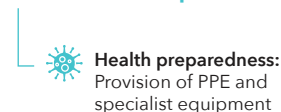


Market Constraints

Following the first confirmed case of COVID-19 in Fiji, Government developed stringent containment measures and communication campaigns around 'social distancing', personal hygiene and reporting of cases. In the panic that ensued, hand sanitiser, face masks and immune boosters were bought up nationwide, leading to shortages at pharmacies, shops and supermarkets. As the bulk of these products are imported to Fiji from the major Personal Protective Equipment (PPE) production hubs in Asia, the shortage was exacerbated by limited supplies resulting from restrictions and delays of air and sea cargo. The strategic option for Fiji was to look internally for production possibilities, particularly of hand sanitiser.

Intervention

COVID-19 response



Paradise Beverages stepped in to address the market shortage by using its existing facilities to produce sanitiser locally. MDF supported the business with the procurement of ingredients (glycerol and hydrogen peroxide) to enable the local manufacture and distribution of hand sanitiser.



The hand sanitiser is being supplied to major hospitals in 1,000 litre storage containers, while 4.5 litre jerry cans are being used to supply smaller divisional hospitals and fever clinics that have been set up for COVID-19, as well as communities located along the Kings and Queens Roads, on Viti Levu (Fiji's main island).

In addition, Paradise Beverages has made hand sanitizer supplies available to the Fiji Government to assist with Tropical Cyclone Harold relief efforts in affected areas.

This partnership addresses Fiji's reliance on overseas markets for the supply of essential goods such as PPE and strengthens local capacity to cater to the growing need for the same. Facilitated by MDF, Paradise Beverages will provide 25,000 litres of hand sanitiser to the Ministry of Health and Medical Services and pursue future collaborative opportunities to support the Ministry's efforts.