

Ciro and Chilla in partnership

 By [ActivRetail](#)

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The Chilla offering of fully imported gourmet frappes, fruit smoothies, hot chocolate and chai spiced lattes has been added into **Ciro Beverage Solutions** extensive beverage range. The wholly owned subsidiary of **AVI Limited** recently announced its strategic partnership with the **Chilla Beverage Co.**



(L-R): Neil Levitt, CEO, Chilla Beverage Co. and Rob Katzen, MD of **Ciro Beverage Solutions**

According to Rob Katzen, managing director of **Ciro Beverage Solutions**, "The company is always on the lookout for exciting, fresh concepts to add to our existing customer offerings. The two companies share a similar culture and commercial outlook and our standing in the market as well as our established network and distribution chain coupled with the quality and reputation of the Chilla brand is an ideal fit to continue growing the company's portfolio in the future."

The Chilla brand entered the market eight years ago and continues to deliver quality products to a distribution of over 1000 outlets in the retail and food service industry, through a focused investment in research and development in the smoothie market. It continuously adds new flavours and product offerings, including the recently launched Choco Stick, a block of pure Belgium chocolate on a stick melted into hot milk to create a hot chocolate drink.

Chilla's CEO, Neil Levitt adds, "The alliance between two leading brands will make way for the further penetration of a complete product offering to the market and allow both parties to strengthen their position in the trade while ensuring that the main objective of supplying high quality, innovative products is maintained."

Ciro's core coffee offering is strengthened by marketing support in the form of branded point-of-sale, table talkers and a training facility as well as sophisticated machinery solutions and technical support to ensure that customers receive sufficient training and support to produce and serve quality beverages.

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