

## Monteith's appoints Saatchi & Saatchi

Saatchi & Saatchi Australia has been appointed to handle Monteith's business following a competitive pitch process held at the end of last year. Drinkworks' first assignment for Saatchi & Saatchi is to reaffirm Monteith's Cider position as the premium cider brand in Australia.

For more, visit: https://www.bizcommunity.com