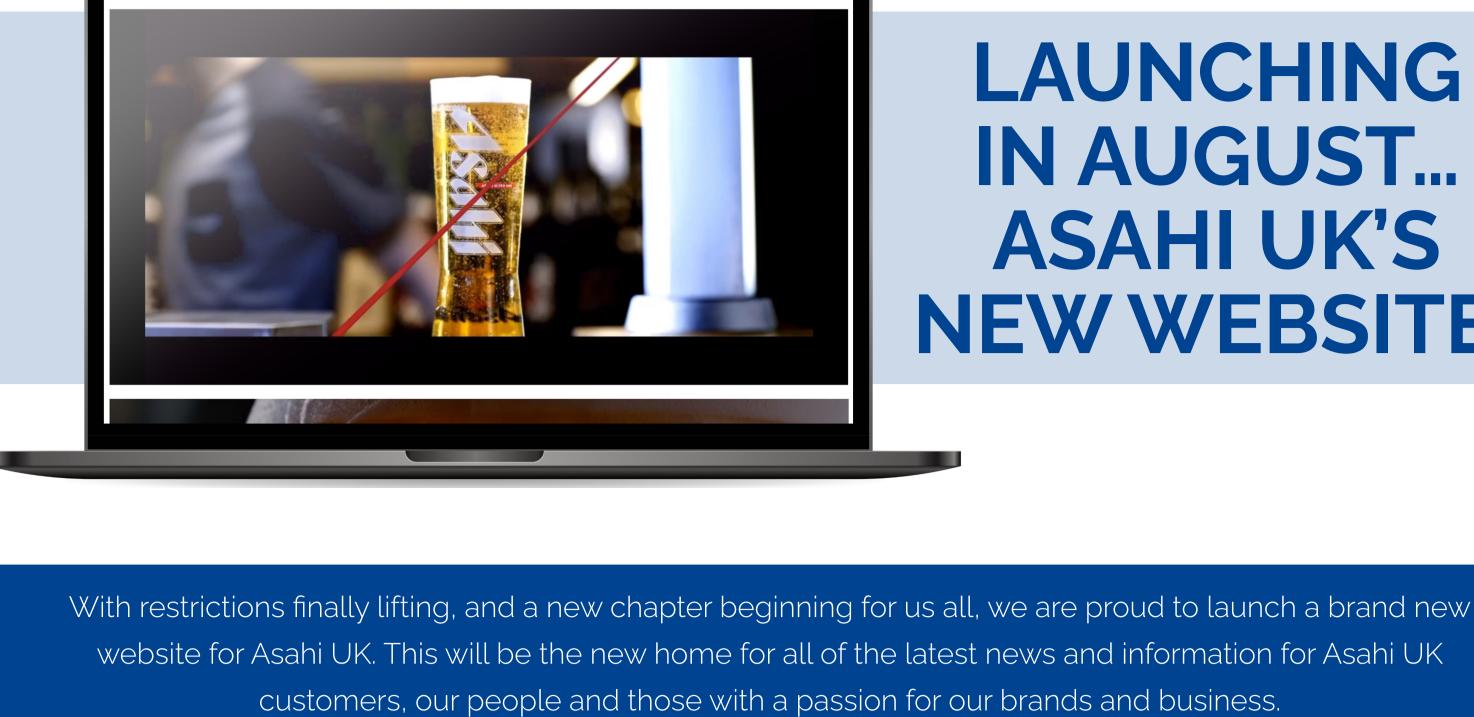
QQ

Q3 Update

Our Headlines



Asahi Asahi UK

IN AUGUST... **ASAHI UK'S NEW WEBSITE!**

LAUNCHING

Our Insights

CONSUMER TRENDS

TOWARDS SUSTAINABILITY

that sustainability is important in their everyday lives with buying products using sustainable packaging

Stay-tuned and visit uk.asahibeer.co.uk from late August to be one of the first to see the new site.

Sustainability is proving to impact choices and purchase decisions. 9 in 10 consumers acknowledge

being top of mind. In the beer industry, consumers are proving to be open-minded and positive towards greater good eco-initiatives such as deposit schemes and bring your own vessel.

9 in 10 Consumers As we all adopt a more sustainable way of living, beer brands should look acknowledge that sustainability is important



want to brew it and move it as efficiently as possible. We have also committed to aligning our emissions with the Race To Zero goal, which you can read more of here. **Hard Seltzer Insights**

At Asahi, we have launched Legacy 2030 - a bold global goal to meet international

climate change targets. We care about what goes into our beer and cider, and we

Whilst still in its infancy, Sales in convenience as part of the UK Hard Seltzer category is in growth impulse shopper missions are on and now valued at £12.2m (+11.2m vs YA).

Our Brands



Whilst the US is the centre of Hard Seltzer sales, the category

£12.2m

Seltzer, Viper (4% ABV), to complement its

portfolio of Super Premium Beer and Cider

brands. The launch of Viper Hard Seltzer will

be supported by an experimental sampling

campaign, activations at consumer events and

in their everyday lives with buying products

using sustainable packaging being top of mind.



the rise.

to incorporate sustainable packaging,

source and produce products locally,

pollute less and give back to the community.



Asahi UK has expanded into the Hard Seltzer Sparkling Water with a Bite. category with the arrival of a fresh new Hard

VIPER VIPER

being one of the latest.

festivals nationwide, as well as ads featured in The Grocer, Retail Express and IRN.





A summer

of launch

activity for

Watch rugby in Fuller's fashion **Cornish Orchards** celebrates summer Cornish Orchards, the authentic British cider producer, is celebrating summer with the unveiling of a new visual brand identity which is being rolled out across a series of pub garden takeovers including The Ship Inn in Langstone and The Anglers in Teddington. Follow our socials for the latest news

@cornishorchards

New

product

news

DARK ** STAR

in a series of videos. Follow our socials for the latest news @londonpride

Evening Standard, along with pub quizzes

(hosted by The Quiz Team pro-quize masters).

Joe Marler, Harlequins professional Rugby Union

player, is also the Clubhouses official brand

ambassador, promoting the activations

ORCHARDS

Dark Star Brewing Co.

launches Orbiter

A Peroni Exclusive showcase at Piccadilly Lights in London. This Out of Home Campaign will be a Super Premium Beer category first! Peroni Nastro

Azzurro will also be showcased at GQ Man

Of The Year on 1st September so watch

this space.

Follow our socials for the latest news

@peroniuk

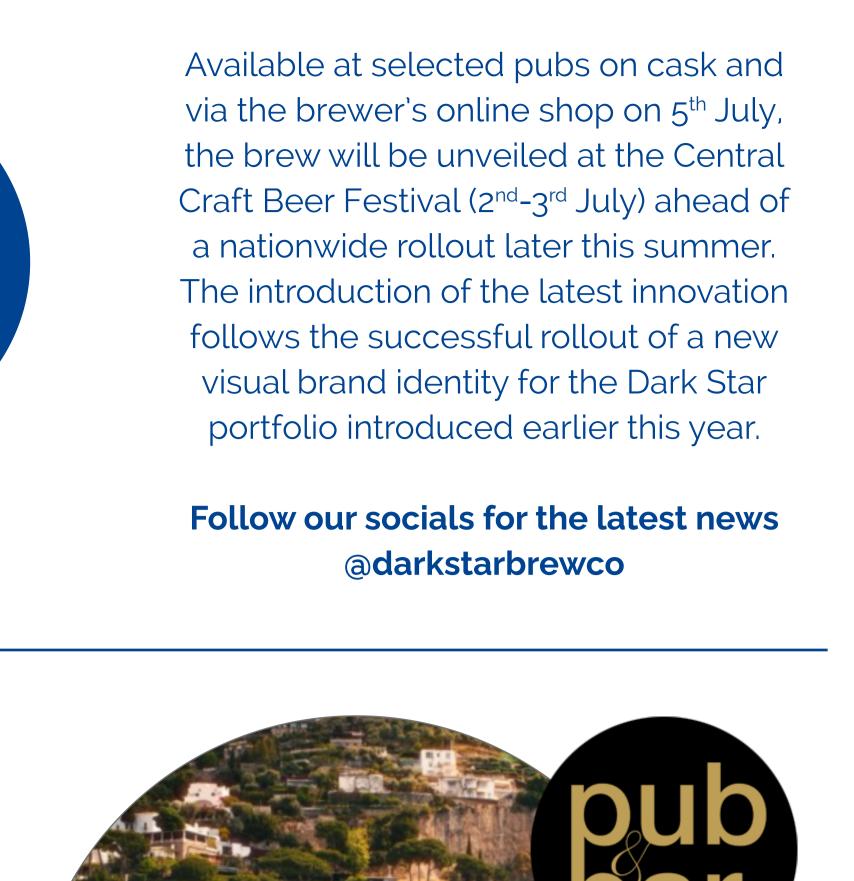
DARK STAR

Exclusive new Peroni Advertising campaign to go live in September with a

KARAKUCHI 辛口 **Innovative** \bigcirc \bigcirc \triangle



platform



drinks brand

in the Lager

category

campaign that engages with bartenders in an authentic and relevant way. With limited opportunity to do face to face training, the advocacy platform is launching at a time when being relevant and front of mind with On Trade customers is as important as ever. Follow our socials for the latest news @asahisuperdry

Asahi Super Dry launches latest innovation through

Masters of Karakuchi

The Asahi Super Dry Advocacy programme,

Masters of Karakuchi, is a digital web app

platform built to deliver an integrated

Gin meets beer

for Brighter Days

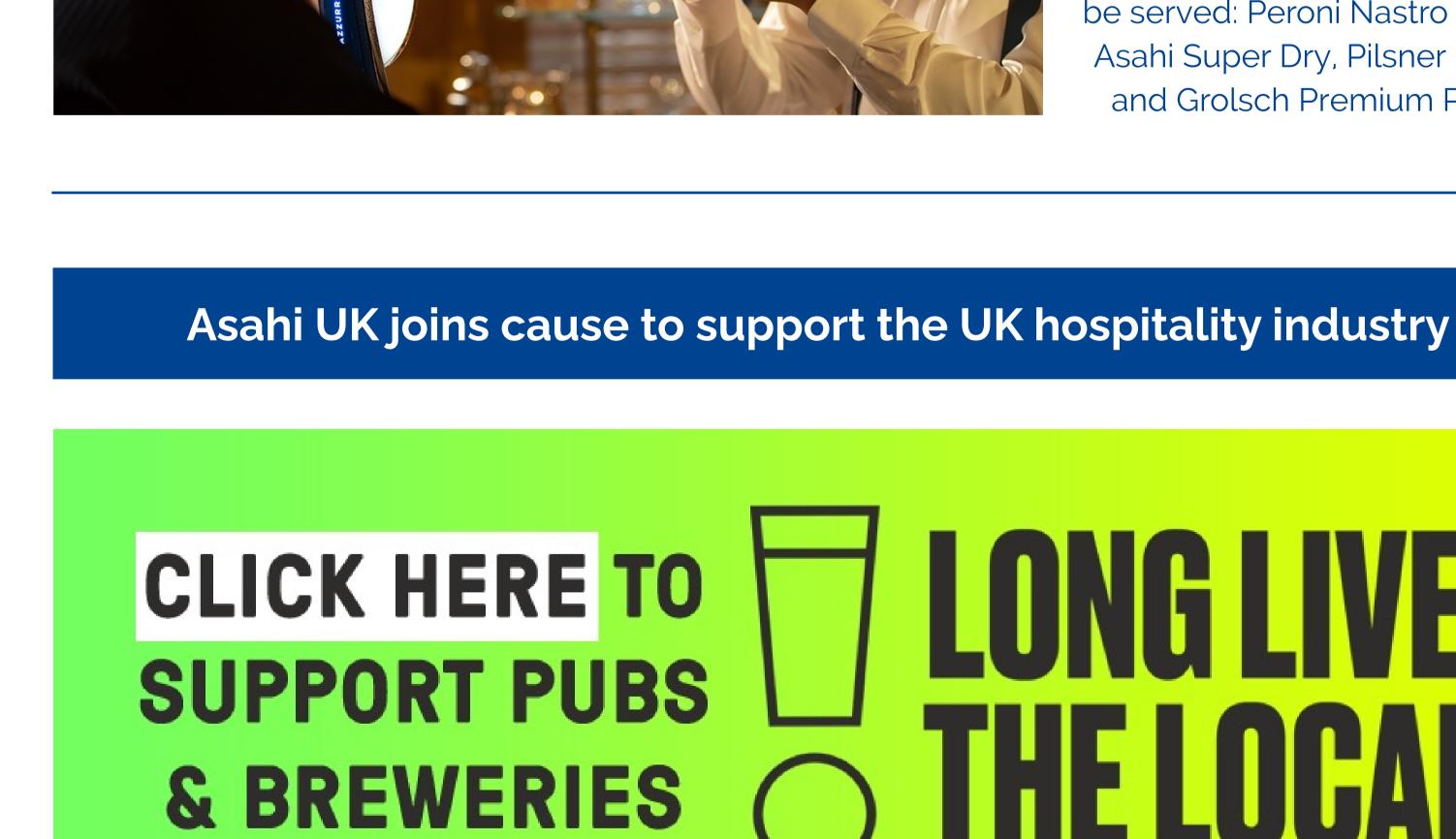
Meantime Brewing Company and East London Liquor Co. collaborate to release a gin inspired limited-edition beer. This summer they have formed a unique collaboration to showcase why East Is Best with the release of a limited-edition gin inspired beer, Brighter Days Pale Ale. Featuring the sweet, refreshingly tannic and citrus-forward notes of East London Liquor Company's 'Brighter Gin' Meantime Brewing Company have mashed and perfected a unique brew, based on a New England Pale Ale. Follow our socials for the latest news

MATTERS



@meantimebrewing Asahi brands launch new worldwide bartender training

programme produced by Global Bartending®



support and educate the hospitality sector in producing that perfect pint every time, through four key brands and the unique way in which they should be served: Peroni Nastro Azzurro, Asahi Super Dry, Pilsner Urquell and Grolsch Premium Pilsner.

www.longlivethelocal.pub/asahi

Asahi UK backs the Long Live the Local campaign, celebrating the important social, cultural and

economic role pubs and breweries play in Britain, and calling on the Government to invest in pubs

of walking into a pub for granted. A message from ASAHI UK Managing Director, Tim Clay

throughout this period."



Hard Seltzer source: Nielsen 2021



International's new campaign, 'Every Serve Matters' produced by Global Bartending®; aims to

Launched across 11 markets all

over the world, Asahi Europe &

and breweries through the reform of the unfair tax burden. You can join us by clicking on the link below, signing the petition and reminding the Government that we cannot take the special feeling

"After what has felt like the most rocky of times, we finally have a glimmer of hope as the On Trade is able to reopen fully. After the past year-and-a-half of riding the storm together, we're here to work with you and make your businesses as safe as possible for the reopening of society. Better times are ahead of us, and we raise a glass to you for all your hard work, dedication and commitment to our brands

be drinkaware.co.uk