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## Asahi Beverages brews up fresh coffee acquisition

Premium fresh coffee business Allpress Espresso has partnered with Australia's leading drinks company Asahi Beverages to get its world-class coffee to more coffee lovers.

The purchase of Allpress by Asahi Beverages marks Asahi's entry into Australia's \$1 billion fresh coffee market as it expands its portfolio to meet more consumers' needs and strengthen its offering to cafes, restaurants, licensed venues and grocery stores.

Coffee pioneer Michael Allpress founded the company in 1989 when he started selling coffee from a single cart in an Auckland park after being inspired by Seattle's speciality coffee revival in the 1980s. It expanded into Australia with the help of Michael's childhood friend and business partner Tony Papas in 2000. Driven by an unwavering focus on flavour and its customers, it has since grown to include operations in the UK, Japan and Singapore.

It sells more than 1,500 tonnes of coffee beans annually worldwide – around 120 million cups – to boutique cafes and restaurants and this will grow under Asahi Beverages' ownership.

### **Asahi Beverages Group CEO Robert Iervasi said:**

"Asahi Beverages and Allpress are a great fit. We've been impressed by their premium branding, commitment to flavour, quality customer service and track record of growth - attributes that Asahi Beverages shares.

"We're thrilled to extend our portfolio of brands into the large and complementary coffee category, which will also help us meet more of our customers' needs whether they be cafes, restaurants, pubs or retailers. This acquisition consolidates our position as the multi-beverage provider of choice for customers and consumers.

Robert added: "Today's announcement highlights Asahi Beverages' long-term commitment to the ANZ region, local jobs and expanding our beverage and service offerings."

Allpress' major focus is selling fresh roasted coffee beans to cafes and restaurants. The business recently launched a speciality iced coffee drink and a cold coffee concentrate, and also sells direct to consumers via online and through more than a dozen Allpress cafes, including in Melbourne and Sydney.

More than 240 full-time employees work at Allpress and all jobs are safe. Michael Allpress will remain as an ambassador while management will also stay to ensure the business maintains the unique identity and ethos that has made it such a success over the past 30 years.

### **Allpress CEO Vaughan Magnusson said:**

"Asahi share our focus on quality and have values that align with ours. They are the right organisation to take Allpress to the next level while preserving our heritage, culture and integrity.

"Today's announcement represents the culmination of 30 years' work for partners Mike and Tony. They built Allpress into an international brand that's caught the attention of one of the world's best beverage companies and we couldn't be happier.

“The acquisition won't affect day-to-day operations and we don't expect anything to change for customers or consumers. It's business as usual at our roasteries, with the same great local coffee and service. The big difference is we can now draw on Asahi's extensive customer relationships and consumer goods expertise to help ensure Allpress' long-term success.”

**Michael Allpress said:**

“It's been an amazing journey but after 30 years the time is right for the business to go to the next level. The expertise, craftsmanship and relationship-based culture it has developed mean it's very well-placed to take this next step. I can't wait to see what's next for the business and the team.”

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**About Asahi Beverages**

Asahi Beverages operates across Australia and New Zealand with three Business Divisions: Asahi Lifestyle Beverages (non-alcohol in Australia), Carlton & United Breweries (alcohol in Australia) and Asahi Beverages NZ (alcohol and non-alcohol in NZ). It has manufacturing plants in all Australian states and in New Zealand.

Asahi Beverages makes and distributes some of Australia's and NZ's most loved drinks.

In Australia, our diverse range of drinks includes leading non-alcohol brands such as Schweppes, Solo, Cottee's, Cool Ridge water and Spring Valley and Charlie's juices. We also proudly manufacture and distribute under licence Pepsi, Mountain Dew, Sunkist, Gatorade, Lipton Iced Tea and Kombucha.

Our leading alcohol range in Australia includes Asahi Super Dry, Carlton Draught, Victoria Bitter, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Somersby Cider, Riot Wine, Vodka Cruiser and Lexington Hill cocktails. We also proudly import and distribute Corona beer.

In New Zealand, our non-alcohol range includes Charlie's, Phoenix Organics, Cool Ridge and Juicy Lucy's Juice Co.

Our New Zealand alcohol range includes beers such Asahi Super Dry, Peroni and Boundary Road Brewery. It also extends to leading ready-to-drinks such as Long White Vodka and Vodka Cruiser along with Somersby Cider. We also proudly distribute wines such as Penfolds and Wolf Blass.

**About Allpress**

Coffee pioneer Michael Allpress founded the company in 1989 when he started selling coffee from a single cart in an Auckland park.

From this humble beginning, Allpress Espresso has evolved into a mature and sophisticated global brand, recognised and available throughout the world.

Three decades ago when Michael Allpress set up his first independent coffee cart, he wasn't satisfied with the flavour or the attention to detail of the roasted beans on the market.

He decided that to get the taste he was after, he'd have to do it himself. He bought a second-hand roaster and embarked on a bold and entrepreneurial journey fuelled by passion and the search for remarkable flavour.

Today, Allpress has a roast coffee portfolio of around 10 proprietary blends, with its flagship Allpress Espresso Blend and A.R.T Espresso Roast comprising over 80% of sales.

Allpress employs more than 240 people, with operations in Australia, New Zealand, the UK, Japan and Singapore.