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Asahi Beverages Pledges More Than \$1 Million in Charity Funding to OzHarvest and Rural Aid to Support Local Communities

Asahi Beverages is partnering with two of Australia's leading charities to help deliver vital support to vulnerable members of the community.

Asahi Beverages will provide more than \$1 million in funding to OzHarvest and Rural Aid over the next three years, enabling them to help more people and build greater resilience in communities nation-wide.

Under the new Asahi Beverages Community Partners Program, each charity will receive \$200,000 a year for the next three years. The donations will fund frontline projects and initiatives, while also supporting marketing campaigns that can attract additional donations and broaden each charity's reach.

The power of this approach was shown in April, when Great Northern Brewing Co. partnered with Rural Aid through 'The Great Shout' Queensland flood appeal. The campaign delivered an additional \$340,000 of donations to Rural Aid, which helped deliver emergency hay, water deliveries, counselling and financial relief for farming families still recovering from the widespread flooding.

Asahi Beverages Group CEO Amanda Sellers said it was a privilege to support both charities.

"Asahi Beverages is proud to stand beside OzHarvest and Rural Aid, two organisations that reach hundreds of thousands of Australians every year at their time of greatest need," said Ms Sellers.

"This is a great opportunity to bring together some of Australia's leading beverage brands – like Great Northern, Cool Ridge and Schweppes – in support of two incredible charities.

Ronni Kahn AO, OzHarvest Founder and Visionary-in-Residence, said Asahi Beverages' donation will deliver 400,000 meals, divert 200,000 kg of food from landfill and prevent 200,000 kg of greenhouse-gas emissions from entering the atmosphere each year.

"We're thrilled to be partnering with Asahi to help reach more people in communities in need, at a time when things are tougher than ever. OzHarvest supports 1,550 charities across Australia with vital food relief which is often a lifeline for many people. Demand is at an all-time high, with charities seeing new people every day, many seeking help for the first time in their lives."

"There has never been a more important time to support our cause, so we are truly thankful to the team at Asahi for joining our family." Ms Kahn said.

Rural Aid Chief Executive Officer John Warlters said the new funding will help ensure farming and rural communities are safeguarded before, during and after natural disasters.



"In just the past year, Australia's farmers have endured a relentless series of natural disasters, from destructive floods in Western Queensland to bushfires and the unyielding drought still gripping parts of Victoria and South Australia. More than 95% of farmers registered with Rural Aid have been directly impacted," Mr Warlters said.

"With the continued support of Asahi, we're not only helping rural families recover from these devastating events, we're working alongside them to build resilience, strengthen communities, and prepare for the increasing challenges of life on the land."

Asahi Beverages team members will also take part in various charity days and volunteering programs offered by both organisations throughout the year. Over 200 Asahi team members have already joined OzHarvest chefs to transform rescued ingredients into nourishing meals through the Cooking For A Cause program.

About OzHarvest:

OzHarvest's mission is to stop food waste, feed people in need, and protect our planet by championing the value of food. OzHarvest saves over 300 tonnes of food every week from over 2,600 food donors and delivers it directly to over 1,550 charities.

About Rural Aid:

Rural Aid is one of Australia's most trusted rural charities, focusing on safeguarding farming and rural communities before, during and after natural disasters. They run innovative programs to increase the resilience and sustainability of farmers, families, and rural communities.