



3 March 2023

## **LONG-TERM DRINKS PARTNERSHIP LOCKED IN AS FANS OFFERED ONCE-IN-A-LIFETIME “SUPER PASS”**

Australia's leading drinks company, Asahi Beverages, has extended its partnership to supply the Melbourne & Olympic Parks precinct's iconic venues with some of Victoria's favourite drinks.

To celebrate, one lucky fan will win the ultimate sports and entertainment package: a one-of-a-kind “super pass” to use with a guest at 10 eligible events\* of their choice at the precinct. From Robbie Williams, Sam Smith and Cirque du Soleil performances through to A-League, Super Netball, and NRL games plus more, the pass has never before been offered and represents a unique opportunity for anyone who loves big events.

Visitors to the precinct need only scan the QR code between 14 March and April 30 at any food and beverage outlet to enter.

Dozens of smaller instant win prizes will also be awarded as part of the competition, including sports and entertainment tickets, soft drinks, water bottles and more. The major prize winner will be drawn on May 1, full terms and conditions can be viewed [here](#).

Under a multi-year deal, guests at the precinct's iconic venues – Rod Laver Arena, AAMI Park, John Cain Arena, Margaret Court Arena and Kia Arena – will have the breadth of Asahi Beverages' non-alcohol drinks to choose from such as Solo and Pepsi Max, Cool Ridge water and Gatorade. In a separate but related deal, fans will also enjoy premium beer Peroni Nastro Azzuro, craft beers such as Balter and Mountain Goat, non-alcohol beer Peroni 0.0% and Somersby cider.

The partnership underlines the range of Asahi's leading multi-beverages portfolio, with drinks for everyone and every event. It also marks the first-time football and rugby fans at AAMI Park can buy Pepsi and other Asahi Beverages non-alcohol drinks, with that venue not included in previous deals.

### **Melbourne and Olympic Parks Trust CEO John Harnden said:**

“We are thrilled to be offering guests the chance to win the ultimate sports and entertainment super pass, and the lucky winner will be blown away by the range of world-class events we have on offer over the next 12 months.

“The Melbourne & Olympic Parks precinct is home to Australia's favourite and the world's best events, and we are excited to be able to provide our guests with the world's best beverage brands when they visit. Whether you're here for the rugby or NBL, the Matildas, Boomers or Diamonds, iconic music acts like Elton John and Robbie Williams, or with the family at Disney on Ice, our partnership with Asahi Beverages guarantees quality and choice for any taste.”

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

“Asahi Beverages is tremendously excited to be extending our long-term association with Melbourne & Olympic Parks.

“Some of Australia's most iconic sports and entertainment moments happen at this precinct. So, it's fitting that fans can watch them while quenching their thirst with some of Australia's most iconic beverages in hand.”

*\*All events at the precinct are eligible except FIFA Women's World Cup and Australian Open matches*

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**Please see campaign VNR, interviews and imagery here:**

Link to VNR [here](#)

Link to campaign imagery [here](#)

### **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). We have manufacturing plants in all Australian states and make and distribute some of Australia'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, Spring Valley and Charlie's juices and Strangelove premium adult soft drinks and mixers. We also own premium coffee brand Allpress Espresso. In addition, we proudly manufacture and distribute under licence Pepsi, Gatorade Mountain Dew, Sunkist, Lipton Iced Tea and Kombucha.*

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

### **About Melbourne & Olympic Parks**

*The Melbourne & Olympic Parks precinct is Melbourne's centre stage for live sports, events and entertainment, and home to world-class venues including Rod Laver Arena, AAMI Park, John Cain Arena, Margaret Court Arena, CENTREPIECE at Melbourne Park and KIA Arena.*

*M&OP venues welcome millions of people across hundreds of events annually, including the nation's iconic Grand Slam event, the Australian Open, and hosts a diverse calendar of events to reflect the varied interests of the Victorian community.*

*Featured sports include football, rugby league, rugby union, basketball and netball, and our facilities are home to ten national elite sporting teams. M&OP's flexible, exceptional venues also showcase the best live music and entertainment, from the Wiggles and Elton John to new and emerging local and international talent. Recent events at M&OP venues include Sting, Gang of Youths, Keith Urban and Disney on Ice.*

*Located on the banks of the Yarra, the precinct offers public, recreational space spanning 40 hectares, and is an essential part of Melbourne's social fabric. The Melbourne & Olympic Parks precinct is managed by the Melbourne and Olympic Parks Trust on behalf of the Victorian Government for the benefit of all Victorians.*

*The Trust acknowledges the Wurundjeri people as Traditional Owners of the land on which it operates, and pays respect to their Elders, past, present and emerging.*

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