

**Thursday 16 February, 2023**

## **Landmark drinks deal for Perth sport and entertainment fans**

Optus Stadium and Asahi Lifestyle Beverages have signed a landmark new deal that will see Western Australians served Australia's best non-alcohol drinks.

Under the five-year deal, **Pepsi Max, Solo, Schweppes, Gatorade, Cool Ridge** water, and more will be enjoyed for the first time at Perth's leading sports and entertainment venue.

The exclusive partnership at the 60,000-seat capacity stadium will see Asahi Lifestyle Beverages serve up around 700,000 litres to 1.5 million fans each year.

**Optus Stadium CEO Mike McKenna** welcomed Asahi Beverages to the stadium.

"The strength and depth of Asahi Lifestyle Beverages' non-alcohol portfolio is a huge factor for us.

"We also have a strong focus on sustainability and making sure we minimise our carbon footprint. Asahi Beverages' sustainability commitments, including their focus on recycled content in their bottles, will help ensure we offer Optus Stadium visitors beverages that are increasingly sustainable."

**Asahi Lifestyle Beverages CEO Nigel Parsons** said it's a major deal between the two partners.

"We are tremendously excited to be getting more of Australia's best non-alcohol drinks in the hands of Western Australian sport and entertainment fans, while increasing the variety of beverages on offer. Our drinks are already well-loved in Western Australia, but this will give them a huge boost. We'll also use our iconic drinks to help bring the partnership to life for fans with new competitions, promotions and activations at the stadium."

In Australia, PepsiCo's range of drinks are manufactured and distributed by Asahi Lifestyle Beverages. **PepsiCo General Manager ANZ Beverages Ali Hamza** said they were excited to offer Optus Stadium patrons their range of beverage brands including Pepsi Max, one of the biggest brands in the cola category.

"Our diverse portfolio of brands means that there's something for everyone – from Gatorade through to Pepsi Max, our sugar-free cola."

Last year, Asahi Lifestyle Beverages entered a partnership with the AFL and its clubs – including West Coast and Fremantle - for **Pepsi Max** and **Solo** to become the league's official soft drinks, **Cool Ridge** the official water and **Gatorade** the official sports drink.

Optus Stadium is home to the West Coast Eagles and Fremantle Football Clubs and also hosts Test and Big Bash League cricket and special events including NRL and Rugby Union. The venue will host two major concerts with Red Hot Chilli Peppers and Ed Sheeran playing over the next two months. Asahi Lifestyle Beverages products will also be served at the 600-plus meetings and special events held in the venue each year including gala dinners, conference and cocktail parties, and will be available in the City View Café and the OZONE.

Just this month, Optus Stadium was named Australia's best stadium at the 2022 Austadium Awards (for the third time in a row). In 2022, the Stadium was awarded Global Venue of the Year at the Stadium Business Awards in Manchester, UK. In 2019 the stadium won Most Beautiful Sports Facility in the World in the Prix Versailles International Architecture Awards.

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### **About Asahi Lifestyle Beverages**

Asahi Lifestyle Beverages is Asahi Beverages' non-alcoholic drinks business in Australia. ALB makes and distributes some of Australia's most-loved drinks. Our diverse range of drinks includes leading brands such as Schweppes, Solo, Cottee's and Cool Ridge water. It also includes Spring Valley and Charlie's juices plus Strangelove premium adult soft drinks and mixers. We also proudly manufacture and distribute under licence Pepsi, Mountain Dew, Sunkist, Gatorade and Lipton Iced Tea.