

The Australian Turf Club and Asahi Beverages off to the races with new partnership

Australia's leading beverages company Asahi Beverages has entered a landmark new partnership with the Australian Turf Club.

Under a multi-year deal, the partnership will see punters cheer on a winner at some of Australia's best race days, such as The TAB Everest and TAB Golden Slipper, while enjoying alcohol beverages including Asahi Super Dry, Balter, 4Pines, Vodka Cruiser and popular mid-strength offerings such as Great Northern Super Crisp. In a separate but related deal, race-goers will also be able to enjoy beverages from Asahi's non-alcohol range including Schweppes, Pepsi Max, Cool Ridge water and much more.

As part of the deals, Asahi will provide drinks at the ATC's four racecourses (Royal Randwick, Rosehill Gardens, Warwick Farm and Canterbury Park) and Rosehill Bowling Club –across multiple categories including beer, soft drinks, premix, water and coffee.

Australian Turf Club CEO Matt Galanos said:

“We're excited about the new partnership with Asahi Beverages and their strong brand portfolio. We're renowned for delivering world class racing experiences and events, and this new partnership will foster innovation to drive our customer experience across all our venues. We look forward to a successful start to 2025 and beyond.”

With crowd attendances at ATC racecourses growing, Asahi Beverages will provide trackside support to build on the momentum and allow racegoers to enjoy the courses in new ways.

An Asahi Super Dry Bar with prime viewing deck – combining the worlds of old and new Japan – is set to be constructed at Royal Randwick. The historic Tote House is also set to be reimaged with contemporary styling in a way that celebrates the heritage to offer racegoers a premium experience.

ATC continues to grow the number of concerts, consumer and business events on non-race days to drive more people through the venues, with more opportunities to come with the new partnership.

Asahi Beverages Group CEO Amanda Sellers said:

“We're thrilled to partner with the Australian Turf Club to help them grow racing in New South Wales and provide racegoers with Australia's leading range of drinks.

“Australians have long celebrated their favourite sporting moments with one of our beverages in hand. We can't wait to continue that tradition with some of the country's best racing at Australian Turf Club racetracks.”

ATC beverage category	Brands included in the deal:
------------------------------	-------------------------------------

Beer	Asahi Super Dry, Carlton Draught, Balter
Soft drink	Schweppes range, Solo, Pepsi Max
Non-alc beer	Great Northern Zero
Sports drink	Gatorade
Premix	Hard Rated, Vodka Cruiser
Water	Cool Ridge
Coffee	New Road by Allpress

About the Australian Turf Club

Australian Turf Club is one of the world's most prestigious and innovative races clubs with its heritage dating back to 1840.

With over 110 racedays and hosting of over 400 non-raceday events every year, each of our four destinations is uniquely exciting and the epicentre of a thriving community.

For everyone at Australian Turf Club, our members and the people of New South Wales, horseracing is a source of inspiration that brings out the best in us – in character, in manner and in style.

We are committed to providing uniquely thrilling experiences, sustaining our sport and bringing together Sydneysiders, interstate and international visitors from all walks of life. We want to bring out the very best in every person we interact with – our guests, our colleagues, our partners and our communities.

About Asahi Beverages

Asahi Beverages is Oceania's leading beverages company. We produce many of Australia and New Zealand's favourite alcohol and non-alcohol beverages – some with histories stretching back to the 19th century.

With manufacturing plants in all Australian states and in New Zealand, our multi-beverage portfolio, includes drinks that bring enjoyment and connection to everyday moments in life regardless of the occasion.

Asahi Beverages is a member of Asahi Group Holdings, one of Japan's leading beverage companies.

Contact:

bdevine@australianturfclub.com.au

jesse.burns@asahibeverages.com