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ASAHI SUPER DRY LAUNCHES NEW MID STRENGTH OFFERING

Asahi Super Dry has launched 'Asahi Super Dry 3.5%', a new mid-strength beer with the unmistakable Karakuchi flavour of its full-strength counterpart.

Asahi Super Dry 3.5% offers a crisp and refreshing alternative to the full-strength beer and, with its distinctive branding, is more likely to be recognised as a mid-strength offer versus Asahi Soukai, which it is replacing.

Since launching in 1987, Asahi Super Dry has become Australia's favourite premium Japanese beer. Now, with Asahi Super Dry 3.5%, Australian beer lovers can enjoy the same crisp and refreshing taste they've come to love while moderating their alcohol consumption.

Mid-strength beers are increasingly popular in Australia and, with Asahi Super Dry 3.5%, there's even more reason to enjoy a mid-strength option.

"Asahi Super Dry has continued to accelerate its growth in the Australia market," said Monique DiGregorio, Brand Manager Asahi Super Dry. "With this growth, ensuring we have the right approach to our moderation portfolio is crucial. The transition of our mid-strength Asahi beer to the 'Super Dry' taste profile is a positive step locally and globally to achieve this. This transition is also reflected in the name and packaging. We're confident that Asahi Super Dry 3.5% will be enjoyed by anyone who loves the original but who is looking to moderate their alcohol consumption."

The launch of Asahi Super Dry 3.5% in the Australian market will be supported by a campaign above the line across video on demand, out of home, digital and social channels from August 2022. The beer will be available through retail and on-premise venues.

Asahi Beverages is committed to providing more options for beer drinkers to moderate their alcohol consumption. Already, 29% of Asahi Beverages' beer sales are from no, low and mid-strength beer.

For more information about the contents of this document, contact Anna Shaw, 3 Degrees Marketing ashaw@3dm.com.au