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BoozeBud sold by Asahi Beverages as part of new eCommerce strategy

Asahi Beverages, owner of Carlton & United Breweries (CUB), has sold its leading online alcohol retailer BoozeBud back to the business' founders.

Asahi Beverages made the decision to sell BoozeBud following its review of CUB's eCommerce participation strategy, which was developed before Asahi Beverages purchased CUB. The new strategy will see CUB "win together" with its customers, with CUB focussing on selling its products through its retail customers, securing visibility for its iconic brands on customers' digital channels and working with other customers, including on-premise, to develop their online presence.

Asahi Beverages undertook a review of CUB's current eCommerce participation strategy after CUB was acquired by Asahi Beverages in June and is the result of a thorough review.

BoozeBud was founded in 2014 by Alex Gale, Andy Williamson and Mark Woollcott and purchased by CUB two-and-half years ago. The founders take control from today.

Since CUB purchased BoozeBud, the site has grown to over 250,000 customers and revenue has grown more than 500%.

BoozeBud Founder Andy Williamson said: "We're delighted to own BoozeBud once again. Over the last two and a half years the business has grown more than six times and is now the leading pure-play online alcohol retailer in the country."

"We always ran the business under CUB ownership so nothing will change for our suppliers and customers who are now preferring to shop online more than ever before."

Asahi Beverages Group CEO Robert Iervasi said: "While our broader eCommerce participation strategy continues to evolve, it was decided that now was the right time to sell BoozeBud. We look forward to working and winning together with all our customers, including in the online space."

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