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Asahi Lifestyle Beverages recognised with major industry award

Australia's Asahi Lifestyle Beverages has beaten around 25 beverage manufacturers from across the region to be named PepsiCo APAC Bottler of the Year.

The award recognised the strong growth and customer service that drove major brands to increase their market share throughout the year including Australia's number 1 selling no-sugar cola *Pepsi Max*, *Gatorade* and *Mountain Dew*.

PepsiCo APAC also recognised a commitment to innovation, including the world-first launch of *Pepsi Max Creaming Soda* and the release of *Mountain Dew No Sugar* - building on both businesses' promise to give consumers more no or low sugar options.

PepsiCo Senior Director – Global Franchise Development Brad Van Dijk said: "We are really proud of our partnership with Asahi and they are very deserving of this award. Our ability to work together and consistently deliver innovative and quality brands to market as well as partnering on key sustainability initiatives has contributed to their win. We look forward to many more shared successes to come."

The win places Asahi Lifestyle Beverages in PepsiCo's top four bottlers globally, with only three other recipients from three different regions across the world.

For over 20 years, Asahi Lifestyle Beverages (formerly Schweppes Australia) has exclusively manufactured and distributed PepsiCo products in Australia.

The award is given to PepsiCo's best performing partner in the APAC region each year. It comes at a fitting time for Asahi Lifestyle Beverages, with the two businesses announcing earlier this year they had extended their partnership for another 20 years.

Asahi Lifestyle Beverages CEO Stuart Roberts said: "We are driven by a desire to win in market with our partners, so to be recognised by PepsiCo in this way is a tremendous honour.

"It demonstrates our ability to successfully manage strong partnerships that deliver value for partners. This is something we're proud of.

"Our PepsiCo partnership is enormously important to us because their iconic brands drive business growth for our customers. We look forward to partnering with them for many years to come."

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