

Media Release

ASAHI UK RAISES THE BAR WITH NEW LOOK SUPER PREMIUM BEER, CASK ALE & CIDER PORTFOLIO

*Super Premium Beer portfolio boosted by addition of Fuller's London Pride, Frontier and
Cornish Orchards*



London, April 29, 2019: Asahi UK today announces the arrival of the first range of cask ales and ciders into its Super Premium Beer portfolio following the completion of Asahi Europe Ltd.'s acquisition of the Fuller's Beer Company, the beverage and distribution business of Fuller, Smith & Turner PLC.

Supported by its existing Super Premium Brands, including Peroni Nastro Azzurro, Asahi Super Dry, Pilsner Urquell and Meantime, Asahi UK will now offer a wider range of industry renowned Premium brands for its On Trade and Off Trade customers across the UK and Ireland. These include Fuller's London Pride, Frontier and Asahi UK's first Premium Cider brand, Cornish Orchards.

The acquisition is part of Asahi's ongoing international growth strategy to lead the Premium Beer category across Europe. Preserving the Fuller's brewing heritage and strong brand equity, the new brand additions will strengthen Asahi's position in the UK and Ireland market.



Tim Clay, Managing Director, Asahi UK commented: *“All of us at Asahi UK are thrilled to be bringing these much loved cask ale and cider brands into our portfolio. Through our existing Super Premium Brand portfolio, distribution network, customer marketing and sales expertise we aim to extend and grow our new range across the UK and Ireland - to offer our customers the most comprehensive suite of Premium Beer and Cider brands.*

“Building on the heritage of Fuller’s London Pride, Frontier and Cornish Orchards, we aim to enrich consumer experiences through industry leading product quality, impactful marketing and by driving ongoing value to our customers. This year will be an exciting time for Asahi UK and our customers.”

- ENDS -

For more press information, please contact:

BEN JENKINS, ASAHI UK HEAD OF CORPORATE COMMUNICATIONS

E: ben.jenkins@asahibeer.co.uk

M: 07802339132

SHOMA AMIN, ASAHI UK CORPORATE COMMUNICATIONS MANAGER

E: shoma.amin@asahibeer.co.uk

M: 07788 345 806

About Asahi UK

Asahi UK Ltd. is the UK subsidiary of Asahi Europe Ltd. Asahi UK Ltd. has responsibility for the development of Super Premium brands across the UK and Ireland including: Peroni Nastro Azzurro, Asahi Super Dry, Meantime, Pilsner Urquell, Fuller’s London Pride, Frontier and Cornish Orchards. Through its distribution discipline, supplemented by engaging and innovative marketing activities Asahi UK is bringing value back into the Super Premium Beer category. More information can be found at www.asahibeer.co.uk