



# Asahi

Asahi Europe & International



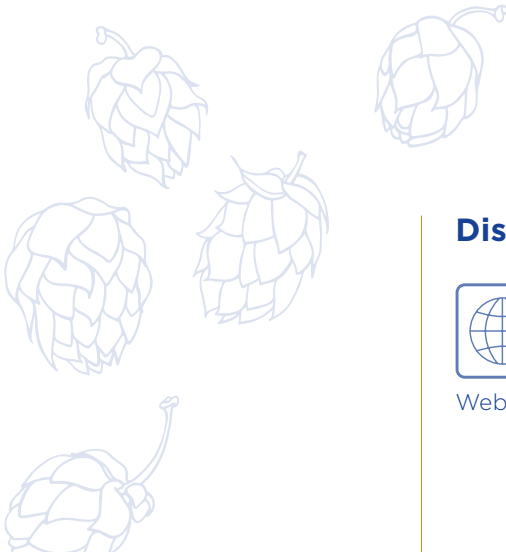


## About us

Asahi Europe & International (AEI) is part of Asahi Group Holdings, a leading global beer, spirits, soft drinks and food group listed on the Tokyo Stock Exchange. With a rich history beginning in Japan in 1889, Asahi has an extensive footprint across Europe and owns well-loved beer brands as old as 1615. In 2016, Asahi cemented its European heritage by acquiring SABMiller's beer businesses in Europe, and now holds leading positions in European and Asia-Pacific markets.

AEI runs 19 production facilities in 8 countries across Europe and is the custodian of some of the most famous beer brands in the world, including Asahi Super Dry, Peroni Nastro Azzurro, Grolsch, Kozel and Pilsner Urquell.

Within the Asahi Group, the remit of AEI is also to develop and manage all export markets globally, outside of Japan and Oceania. Covering 90 markets and with over 10,000 passionate colleagues on board, the business is well positioned to inspire people around the world to drink better.



### Discover more >



Web



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# Underneath the foam

With an unwavering commitment, we build on centuries of brewing heritage to deliver great quality, exceptional taste, and fun experiences across all corners and cultures of the world.

## 8

### Production countries in Europe

From the Atlantic coast in Cornwall to the shores of the Black Sea, we're building a legacy based on tradition, respect and innovation together.

## 19

### Production facilities

We brew the best beers in our markets and some of the best beer brands in the world.

## 90

### export markets around the world

Our brands are enjoyed across all 5 continents of the world.

## 10,000+

### Passionate people

We are committed to nurturing a workplace where we celebrate and respect difference, and support everyone's freedom to be their true selves.

# 48,8 million

### Hectolitres of beer per year

This means over 260 half-litre pours of our beer are produced and sold every second of every day each year.



# Asahi in Europe

## United Kingdom

Cornish Orchards  
Dark Star Brewing Co.  
Meantime  
Fuller's  
Fastest growing brewer

## Poland

Kompania Piwowarska  
Number 1 in country

## Netherlands

Koninklijke Grolsch  
Number 3 in country

## Slovakia

Plzeňský Prazdroj Slovensko  
Number 2 in country

## Czech Republic

Plzeňský Prazdroj  
Number 1 in country

## Hungary

Dreher Sörgyarak  
Number 1 in country

## Romania

Ursus Breweries  
Number 1 in country

## Italy

Birra Peroni  
Number 2 in country

# Our Purpose

## CREATING MEANINGFUL

**This is why we do what we do, beyond profitable growth. It is at the core of our strategy and who we are.**

We want to help enable meaningful human connections - because togetherness is powerful. We are creating the crossroads for us all to meet, agree or disagree, and care. Together we can see more, feel more and change more for the planet, its people, and communities.

### GOAL 1

**BE A FORCE FOR PLANET POSITIVITY**



### VALUES



**CHALLENGE AND INNOVATION**



**EXCELLENCE IN QUALITY**



**SHARED INSPIRATION**

# UL CONNECTIONS

We believe that each moment we are together matters and that each conversation and meaningful connection has the potential to begin a new legacy. In the world today, human togetherness and a sense of belonging and connection to nature are more important than ever.

## GOAL 2

**SERVE UP A POSITIVE  
AND INCLUSIVE  
EXPERIENCE FOR  
PEOPLE AND SOCIETY**



## MISSION

**DELIVER ON OUR  
GREAT TASTE  
PROMISE AND  
BRING FUN  
TO LIFE**



# We care

Sustainability is at the core of our strategy and we're truly committed to cheer a sustainable future. As well as setting ourselves ambitious targets on sustainability, Asahi Europe & International have accelerated our efforts to make actionable change across our business and our wider value chain.

## Our roadmap to CO<sub>2</sub> neutrality

### Goals and Commitments

#### By 2030



We aim to become carbon neutral within our breweries and work with partners to cut our carbon footprint across the whole supply chain by 30%



We plan to maintain and improve best-in-class water consumption in our breweries, use only packaging that is fully circular, and source ingredients in a sustainable way



We are committed to growing the share of non-alcoholic products in our portfolio to 20%, providing more choice to consumers



## LEGACY 2030

### In addition

- 1** By 2050 we will become carbon neutral across our entire value chain
- 2** To grow and foster partnerships across the supply chain **to reduce Scope 3 emissions by 30% by 2030**
- 3** We are a member of RE100, Race to Zero, WFA Planet Pledge, Consumer Goods Forum, Brewers of Europe, Science Based Targets 1.5 and EU Code of Conduct.



# Progress on our sustainability journey

## Renewable Energy

Our breweries will be carbon neutral by 2030. Alongside this we are engaging suppliers and partners to reduce the carbon emissions of our products across the whole supply chain by 30% over the same period. Our ultimate goal is to be carbon neutral across our supply chain by 2050.

To achieve these goals, we're focusing on green sources of energy. And that's why, **by 2025, 100% of the electrical energy that we use in our breweries will come from renewable sources.**

- Already In **Italy, the Netherlands, Poland and Romania**, 100% of electricity used in our breweries comes from renewable sources.

- Our brewery in the **Netherlands** uses 100% clean heat

## Packaging

Packaging is essential to ensure the highest quality of beer for consumers. We want to create a future in which all our products are sold in fully circular packaging. Almost half of the beer we brew today is already sold in reusable packaging - be it returnable bottles or on tap in pubs. But our work doesn't stop there.

- In the **Netherlands**, AEI has introduced plastic free patented top-clip packaging for can multipacks, which is made from cardboard

- In **Czechia and Slovakia** AEI has discontinued PET plastic bottles entirely and replaced plastic and aluminum foil labels with 100% recyclable paper labels

- For more information on sustainability and to enable traceability from field to the bottle, AEI added QR codes on Birra Peroni bottles in **Italy**

**By the year 2030, our ambition is that 100% of the packaging we use is reusable or recyclable.**



# We value Water

Water is absolutely essential in production of our beers. We use 40% less now compared to a decade ago. Between 2010-2020, we almost halved our water consumption thanks to new technologies and operational efficiency.

## We source our ingredients responsibly

To brew a perfect beer means we need to use only the best ingredients. At our breweries we pay extraordinary attention to the selection of individual ingredients, taking extreme care to source locally as often as possible.

- 100% of the barley we use in **Czechia, Slovakia and Italy** is sourced locally, most of it directly from farmers
- In **Italy**, Campus Peroni provides a barley growing system that enhances quality and sustainability while fostering innovation, so that brewers can continue making 100% malt beer in the future
- AEI has launched a new project in **Czechia** together with Microsoft to help hop growers address climate change



# Our Commitment to Diversity, Equity & Inclusion

We are determined to create a business that is as diverse as the world around us, reflecting the communities we reach and the people we serve.



We are committed to nurturing a workplace where we celebrate and respect difference, and support everyone's freedom to be their true selves - at work, at home, in public. Being courageous in your individuality, knowing that you have the same opportunity for happiness, fun, and success, whoever you are and whatever your circumstances.

**You can belong without having to conform, so have the freedom to just be you - and shine as you are.**



## As a company, we are committed to:

- 1** Creating an inclusive culture where everyone can belong, encouraging leaders to create diverse inclusive high performance teams.
- 2** Improving diversity, with an immediate focus on gender balance and aim of achieving gender parity at management and senior executive levels by 2030.
- 3** Actively supporting women and employees from diverse backgrounds in their growth and development for career-mobility and progression of high potential talents.
- 4** Enhancing organization wide equity at every stage of the employee journey.
- 5** Providing more flexible-working practices and policies, with role models in senior positions with families, demonstrating success does not mean compromising on work life balance.
- 6** Encouraging leaders to prioritize health & wellbeing, focusing on mental, physical and social wellbeing, to ensure an inviting, safe and thriving modern workplace.

# Our Pride

We are the custodians of some of the most admired and popular beer brands in the world, be they globally recognized or local favorites.

In all our breweries, we produce drinks we are proud of.

Which brands please your taste buds?

In Rome, 1963, Bira Peroni first brewed what was to become their greatest and most famous export: Peroni Nastro Azzurro. Created to reflect the emergence of Italian luxury in fashion and design, it was designed with the sharp, sophisticated beer drinker in mind. Peroni Nastro Azzurro is gently brewed to give an intensely crisp, refreshing taste with that unmistakable touch of Italian style visibly demonstrated by the light prosecco-style colour. In 2022, Peroni Nastro Azzurro 0,0% was launched to bring the authentic and unique PNA taste in a non-alcoholic variant.



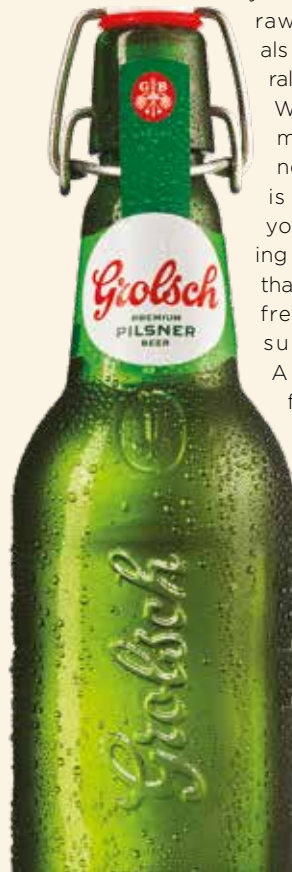
Asahi Super Dry was spectacularly launched in 1987 and quickly became Japan's No.1 beer where it remains today. We are proud that our innovative brand has become a global icon of progressive Japan. SUPERDRY introduced a new style of beer to Japan and perfectly describes how our authentic Japanese beer is dry and crisp with a quick, clean finish. And as well as quenching your thirst, it also prepares your palate for what comes next.



Pilsner Urquell is the world's first pilsner, brewed the original way in the same brewery using the same recipe for 180 years. Today, we still use traditional methods, like triple decoction and parallel brewing in wooden lagging barrels to achieve its exquisite taste. Pilsner Urquell's signature flavour balances sweetness from the triple-decocted malt, and bitterness from our Saaz hops. A true icon of beer.



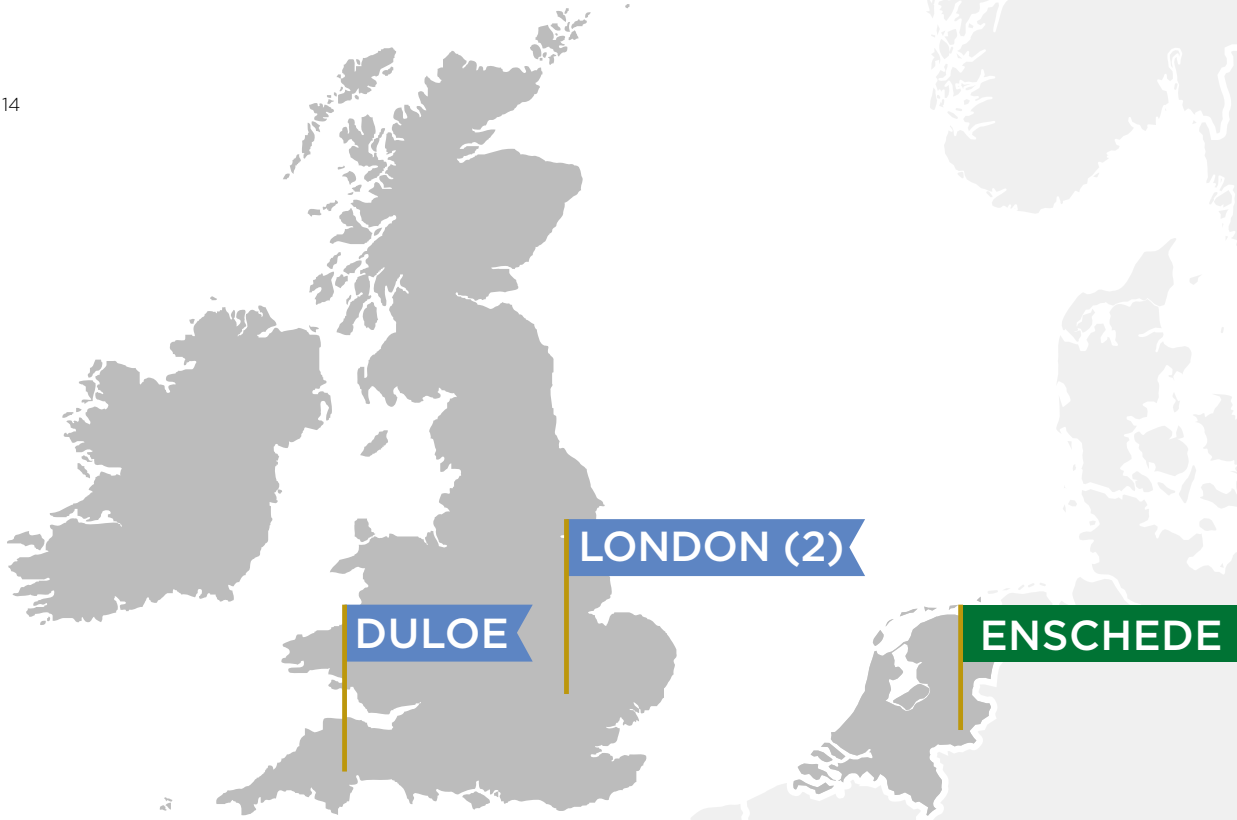
Grolsch Premium Pilsner means enjoying a lager beer with a full flavor. Brewed with more than 400 years of tradition behind it. We still use the classic method of low fermentation, carefully selected



raw materials and a natural maturation. With our Premium Pilsner, our aim is to deliver you a drinking experience that is both refreshing and substantial. A beer with full flavour, to be enjoyed with friends. You taste the craftsmanship in every glass.

Kozel Premium is the most popular Czech beer in the world. Kozel Premium is made with three selected malts and the aromatic Czech hop Premiant for a well-balanced taste, welcome bitterness and full body. Kozel Dark is made with specialty malts for a bitterly rich but incredibly drinkable experience at less than 4% ABV.





# Places behind the beer

We run 19 production facilities in 8 countries across Europe. The values linking them together are tradition and technology. In all our breweries, we are proud of where we've come from and we apply science, technology and passion towards creating a better future.



BIAŁYSTOK

POZNAŃ

TYCHY

PLZEŇ

VELKÉ POALICE

NOŠOVICE

VELKÝ ŠARIŠ

BUDAPEST

CLUJ-NAPOCA

TIMISOARA

BRASOV

BUZAU

PADOVA

ROME

BARI

# Local heroes

Alongside our more recognized brands available globally, look out for these brands across Europe where we brew them



## Czech Republic

Pilsner Urquell  
Kozel  
Gambrinus  
Radegast  
Proud  
Birell  
Frisco  
Kingswood



## Slovakia

Šariš  
Topvar  
Smädny Mních



## Hungary

Dreher Gold  
Dreher 24 Non-alcoholic  
Kóbányai



## Poland

Tyskie  
Lech  
Książęce  
Żubr  
Hardmade  
Captain Jack



Asahi Europe & In



## Netherlands

Grolsch  
(Original,  
Weizen,  
Radler, 0.0%)



## Italy

Peroni (Original,  
Cruda, Chill Lemon,  
Gran Riserva)  
Raffo,  
Itala Pilsen



## Romania

Ursus  
Timisoreana  
Ciucas



## United Kingdom

Fuller's London Pride  
Fuller's ESB  
Cornish Orchards  
Cider  
Dark Star  
Meantime



Find all our brands on our web page  
[www.asahiinternational.com/brands](http://www.asahiinternational.com/brands)

# Committed to responsible drinking

Our beers bring pleasure and enjoyment to people all over the world. We want our great brands to be a pleasant part of our consumers' lives, which is why we strongly advocate a responsible approach to the promotion and consumption of our products.

**We are passionate about creating quality products that our consumers can enjoy responsibly.**

## What we are doing to make a difference:

**1 We comply** with all local, national and international laws and regulations relating to the development, marketing and sale of alcoholic beverages.

**2 We follow** company and industry-wide ethical codes when promoting and selling our products, going far beyond the legislative obligations placed upon us.

**3 We engage** our employees, who act as role models and, as such, are required to abide by internal rules on consumption of alcoholic beverages both during and outside their working hours.

**4 We offer** a wide range of either non-alcoholic variants of our alcoholic brands or unique non-alcoholic beer-inspired brands, so that people have more choice while still enjoying a great taste experience.

**5 We contribute** effectively to third-party efforts to advance research into the health, social and economic aspects of alcohol consumption, as well as solutions to irresponsible drinking of alcohol.

**6 We run** a range of prevention campaigns that support responsible drinking, tackling in particular the most pressing issues. These include underage drinking, binge drinking, driving under the influence of alcohol and drinking during pregnancy or while breastfeeding.

**7 We are accelerating** efforts to tackle underage drinking through IARD (International Alliance for Responsible Drinking), paying special attention to digital channels and platforms where we follow the highest industry standards of responsible communication to not expose our products to minors while embedding moderation in consumption.

# Our commitments

## Globally

- We are working intensely towards fulfilling the Beer, Wine and Spirits Producers' Commitment to Reduce Harmful Drinking



## In Europe

- We are part of the ongoing commitments made by The Brewers of Europe.
- We are fully compliant with the Proud to Be Clear commitment by Brewers of Europe.



# Our Approach

## We are communicating our brands ethically, which means:

- We restrict minors' access to our product advertisements.
- We filter content for underage users of social media.
- We use only actors or models of minimum age of 25 in our advertisements.
- We do not depict or promote excessive drinking.
- We monitor the airing times of our commercials.
- We require a confirmation of age upon entrance to websites of our brands (age-gate).

## We provide proper information to consumers:

- Our labels and brand communication bear responsibility messages in addition to listing calories and ingredients. The website hosts additional information regarding nutritional information for consumers.
- We have a dedicated website [aboutalcohol.com](http://aboutalcohol.com) which shares important information about alcohol consumption from relevant and trusted sources to enable consumers to make their own informed choices.



**Our products are for adults only**



**Don't drink and drive**



**Alcohol and pregnancy do not mix**

1

### Milling

In the brew house, different types of malt are crushed together to break up the grain kernels in order to extract fermentable sugars, producing a milled product called grist.

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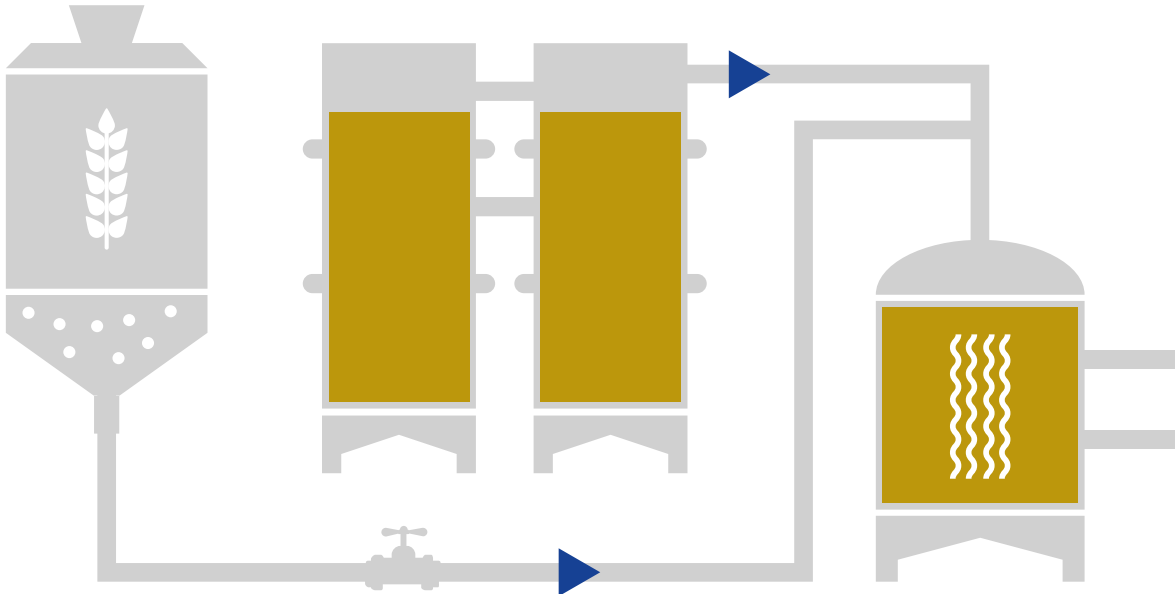
### Water Preparation

The presence of minerals is critically important to the final flavour. Soft water with low mineral levels is ideal for pilsner-style lagers. When brewing ales, it is best to have water with high levels of sulphates, calcium and other ions.

3

### Mashing

The grist is then transferred to a mash tun, where it is mixed with heated water. The process uses natural enzymes in the malt to break the malt's starch down into sugars.

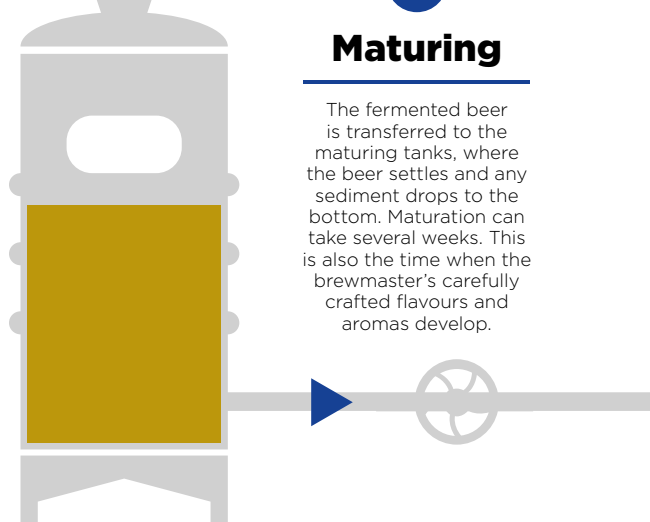


# How we brew

7

### Maturing

The fermented beer is transferred to the maturing tanks, where the beer settles and any sediment drops to the bottom. Maturation can take several weeks. This is also the time when the brewmaster's carefully crafted flavours and aromas develop.



4

## Boiling

The mash is then pumped into the lauter tun, where a sweet liquid (known as wort) is separated from the grain husks. The wort is brought to a controlled boil before the hops are added.

Depending on the type of beer, the wort may be boiled up to three times.

5

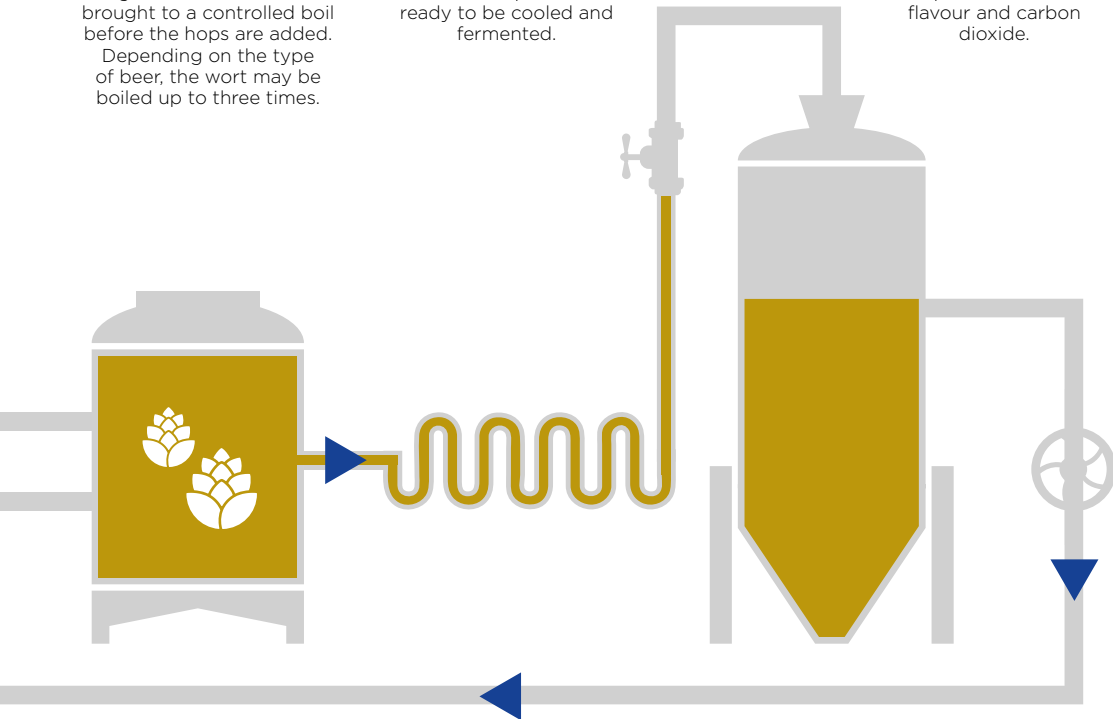
## Cooling

After boiling, the wort is transferred to a whirlpool where any malt or hop particles are removed to leave a liquid that is ready to be cooled and fermented.

6

## Fermenting

As the fermenter is filled, yeast is added. The yeast consumes the sugars in the wort and produces alcohol, flavour and carbon dioxide.



8

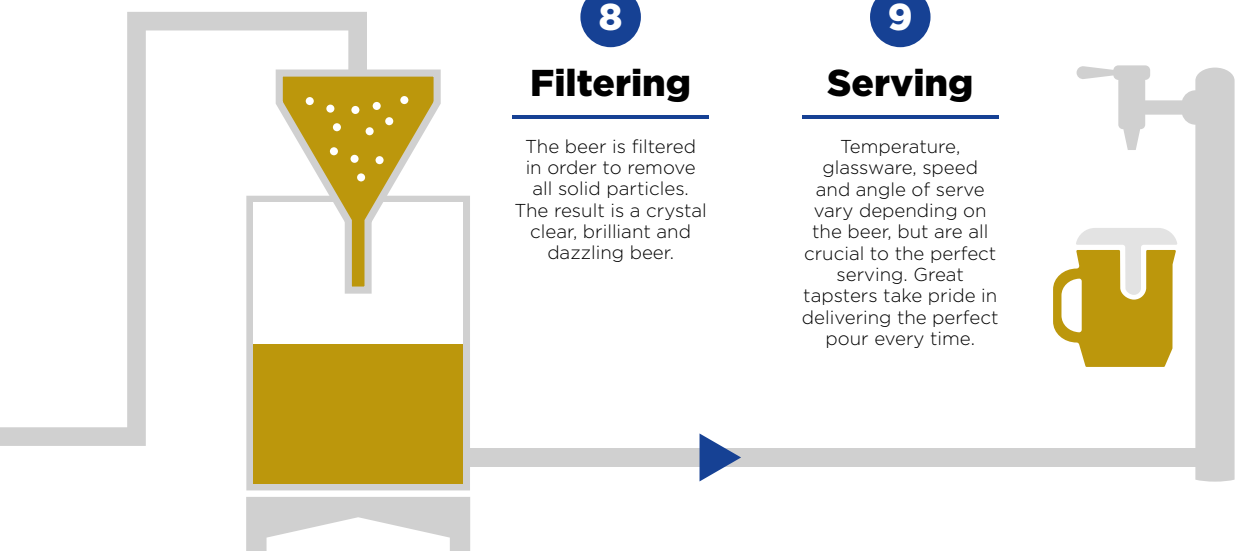
## Filtering

The beer is filtered in order to remove all solid particles. The result is a crystal clear, brilliant and dazzling beer.

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## Serving

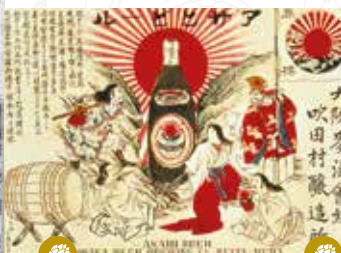
Temperature, glassware, speed and angle of serve vary depending on the beer, but are all crucial to the perfect serving. Great tapsters take pride in delivering the perfect pour every time.



# As time went by

Before the paths of Asahi in Japan and our breweries in Europe came together in 2017, each of them had a long and rich history of their own. Asahi can be traced back to 1889, while our oldest European brewery was established in 1629 in Poland. What progress and innovations took place over the years?

## Japan



**From Osaka Beer to Asahi Beer. Then expanding to become a comprehensive beverage brand.**

### 1889

Osaka Beer Brewing Company established by Komakichi Torii, with the goal of producing an authentic Japanese beer.

### 1892

Asahi Beer launched. "Asahi" (rising sun) was named with the pride of a beer from the land of the rising sun.

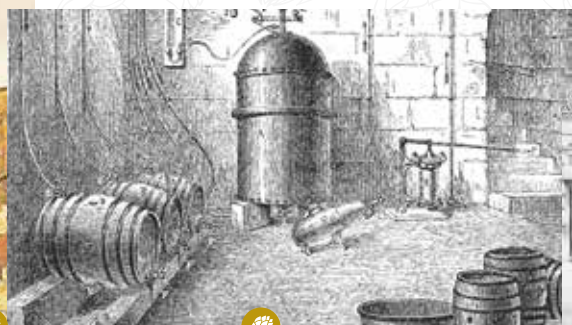
### 1900

Asahi Beer wins gold at the 1900 Paris Expo, and numerous awards in Japan and abroad.

### 1949

Asahi Breweries created through the breakup of Dai Nippon Breweries under Japanese post-war economic reforms.

## Europe



### 1615

Grolsch Brewery founded by Willem Neerfeldt in Groenlo

### 1629

The first reference to the brewery in Tychy, owned by the House of Promnoc, appears.

### 1718

Timisoara Brewery in Romania established, at the initiative of the Austrian authorities ruled by Prince Eugene of Savoy.

### 1768

Establishment of the Dojlidy brewery. A large brewing plant was erected in Dojlidy near Białystok.



**New ideas and innovations for beer containers.**



**1956**

Asahi Cider, an alcoholic beverage made from fermented apple juice, is launched.

**1971**

Japan's first aluminum canned beer appeared on the market.

**Leading Central European breweries are born...**



**1842**

The brewer Josef Groll brewed the first batch of the first golden lager that would soon conquer the world as Pilsner beer.

**1845**

The partnership papers of Fuller, Smith & Turner were officially signed in London.

**1846**

Birra Peroni Company established by Francesco Peroni in the North of Italy.

**1854**

First batch of Kőbányai Ser produced in Budapest. It later became the leading brewery in Hungary.

## Developing international markets and claiming the top share of the Japanese beer market.



**1997**

Asahi Super Dry launched in 12 European countries.

**1998**

Asahi Beer reclaims top share of Japanese market after 45-year interval.

**2003**

Asahi Food & Healthcare Co., Ltd. established.



**1874**

Velké Popovice brewery founded. František Ringhoffer buys the brewery that becomes home to Velkopopovický Kozel.

**1895**

Foundation of the Hugger Brothers' Brewery in Poznań.

**1897**

Theo de Groen introduces the half-liter Swingtop bottle, which has a porcelain cap, a rubber gasket and a metal clamp.

**1913**

The Burghers' Brewery becomes the largest brewery in Europe.

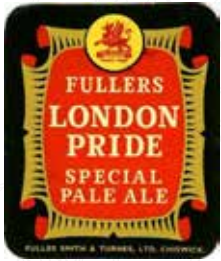
**The production of Pilsner lager passes the magical threshold of one million hectolitres.**





## 2008

Asahi acquired the stock of a leading freeze-dried food company, Amano Jitsugyo Co., Ltd.



## 1950s

Fuller's London Pride, one of Britain's most iconic Beers was first brewed. London Pride took its name from the Latin for a flower, "Saxifraga x urbium", that arose from the rubble in Blitz-hit areas of wartime London, and thrived against all odds becoming a symbol of hope. It has been brewed beside the River Thames ever since.

## 1967

The first batch of beer is brewed in the Šariš brewery.

## 1991

Birell, later to become the most popular non-alcoholic beer in the Czech Republic, is launched. Brand new technology for making non-alcoholic beer using unique yeasts without interrupting the fermentation process is utilized.

## 1992

Cornish Orchards is launched - Andy Atkinson arrived at Westnorth Manor Farm with his herd of dairy cattle in the spring of 1992. The farm is part of the Duchy of Cornwall Estate.



# Our common journey begins...

## 2011

Changed to pure holding business structure under Asahi Group Holdings, Ltd.

## 2017

Asahi acquired SABMiller's beer businesses in Central Europe. Asahi Breweries Europe Group created.

## 2020

The business is organized under the Asahi Europe & International organization.



**1993–2001: South African Breweries (SABMiller) acquired all 11 Central European breweries.**



## 1994

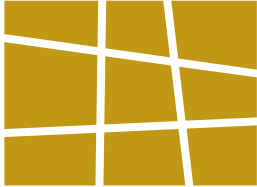
Dark Star Brewing Co launched in the cellar of a pub in Brighton.

## 1999

Lech Browary Wielkopolski and Tyskie Browary Książęce merge and form Kompania Piwowarska SA. Meantime Brewing Co founded by Alastair Hook.

## 2005

Tyskie receives its second Beer Oscar and the main prize in the world's most prestigious beer competition—The Brewing Industry International Awards.



**CREATING  
MEANINGFUL  
CONNECTIONS**



**2022**

As we emerge from the global Covid-19 pandemic stronger than ever with a renewed focus on innovation, we share our new Asahi Europe & International purpose of Creating Meaningful Connections.

**2022**

Asahi Europe & International launch Peroni 0.0, our best ever tasting non-alcoholic beer delivering the same crisp and uplifting Italian taste experience, at 0.0% alcohol. The launch includes a global partnership with the Aston Martin Aramco Cognizant Formula One™ Team featuring a new racing car with Peroni 0.0 branding.

**2022**

Asahi Super Dry partnership with City Football Group commences and includes teams in Manchester City (UK), Melbourne (Australia), Yokohama F. Marinos (Japan), Sichuan Jiuniu (China)

**2023**

Asahi Super Dry, an icon of modern Japan promises to take rugby fans on a journey beyond the expected through our partnership of the Rugby World Cup 2023 in France.





[www.asahiinternational.com](http://www.asahiinternational.com)