



**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 9 countries across Europe and North America 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



LinkedIn



Youtube

# 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.

## 9

**Production countries in Europe & North America**

From the American Mid-West 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.

# 40,8 million

**Hectolitres of beer per year**

# Asahi in North America & Europe



# Our Purpose

## CREATING MEANINGFUL CONNECTIONS

**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.

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 1

**BE A FORCE FOR PLANET POSITIVITY**



### GOAL 2

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



### VALUES



**CHALLENGE AND INNOVATION**



**EXCELLENCE IN QUALITY**



**SHARED INSPIRATION**

### MISSION

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

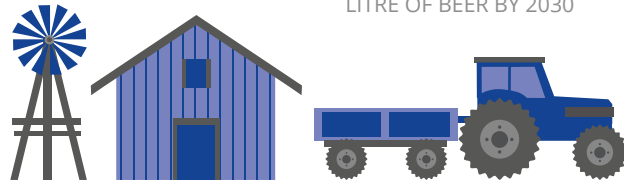


# Creating a legacy we can be proud of

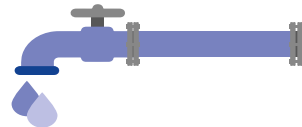
At Asahi, we don't just think about today, but also about tomorrow - and we set our standards high. This is not only reflected in the taste of our beverages, but also in how we act as a company. We believe that our legacy is not only in the joy we create with our drinks, it's also about the people we work with, the consumers who drink our beer, the farmers who help to make it - and even the planet itself. Only a positive impact on all of those combined will create a legacy we can be proud of.



**SUSTAINABLE SOURCING**  
100% INGREDIENTS SOURCED SUSTAINABLY BY 2030



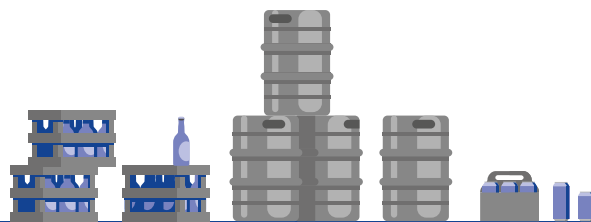
**WATER**  
AVERAGE OF 2.75 LITRES OF WATER PER LITRE OF BEER BY 2030



**WASTE**  
REDUCE WASTE TO LANDFILL TO ZERO ACROSS ALL OUR BREWERIES BY 2030



**CIRCULAR PACKAGING**  
100% PACKAGING REUSABLE OR FULLY RECYCLABLE BY 2030



**CARBON NEUTRALITY**  
NET ZERO ACROSS OUR VALUE CHAIN BY 2040; CARBON NEUTRAL IN OUR BREWERIES BY 2030; REDUCE CARBON EMISSIONS BY 30% ACROSS OUR SUPPLY CHAIN BY 2030



**INCLUSION AND WELLBEING**  
EQUAL SHARE OF WOMEN IN LEADERSHIP BY 2030



**RESPONSIBLE CHOICES**  
20% SHARE OF NON-ALCOHOLIC PRODUCTS BY 2030



# Sustainability in action

As well as setting ourselves ambitious targets on sustainability, we have also accelerated our efforts to make actionable change across our business and our wider value chain together with our partners.

We are a signatory/member of Race to Zero, WFA Planet Pledge, EU Code of Conduct and UN Global Compact. Also, we are active in coalitions through our parent, Asahi Group Holdings' membership of RE100, Consumer Goods Forum, Science Based Targets 1.5.

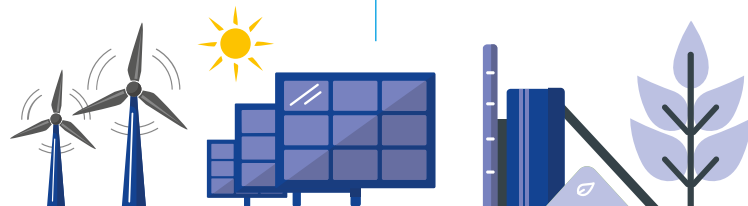


## Sustainable Sourcing

- 100% of the barley we use in **Czechia, Slovakia** and Italy is sourced locally, most of it directly from farmers.
- We directly source from 130+ barley growers in **Czechia and Slovakia**.
- 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.
- In **Czechia** For Hops together with Microsoft helps hop growers address climate change.

## Renewable Energy

- We use 100% renewable electricity in our breweries in the **Netherlands** and **Poland**.
- A collaboration between our Italian brewery Birra Peroni (part of Asahi Europe & International) and solar technology company Absolicon Solar Collector AB is undergoing new installation providing solar thermal energy for brewery processes.



## Packaging

- In the **Netherlands** we use plastic free patented top-clip packaging for can multipacks, which is made from cardboard.
- In **Czechia and Slovakia** we discontinued PET plastic bottles entirely, while plastic labels and aluminum foil have been replaced with 100% recyclable paper labels.
- In 2022 40% of the beer we brew was sold in reusable packaging, be it returnable bottles or on taps in pubs.

# We create a legacy together

Recognised as an attractive employer of choice across the markets where we operate, the stories of our legendary brands are still being told, and we believe our people have what it takes to let them live on for generations more.



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

## Committed 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.



## 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.

### We are:

- COMMITTED** We do what we say we will do
- BOLD** We are clear and decisive in whatever we do
- CURIOS** We are open minded and discover better ways
- COOPERATIVE** We are stronger when we work together
- EMPOWERING** We bring out the best in our people

# 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?



## Asahi SUPER DRY Asahi SUPER DRY 0.0%

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. In 2023, Asahi 0.0 was launched delivering the same crisp signature taste with zero alcohol.

## Peroni Nastro Azzurro Peroni Nastro Azzurro 0.0%

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.



## Kozel Premium Kozel 0,0%

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. Recognising the global consumer trend towards healthier lifestyle choices, in 2023 Kozel 0,0% was born. Full of taste with its perfectly balanced blend between a pilsner, caramel malts and aromatic hop, its distinct flavour is perfect for beer lovers who want a quality, full-bodied beer, without alcohol.

## Pilsner Urquell

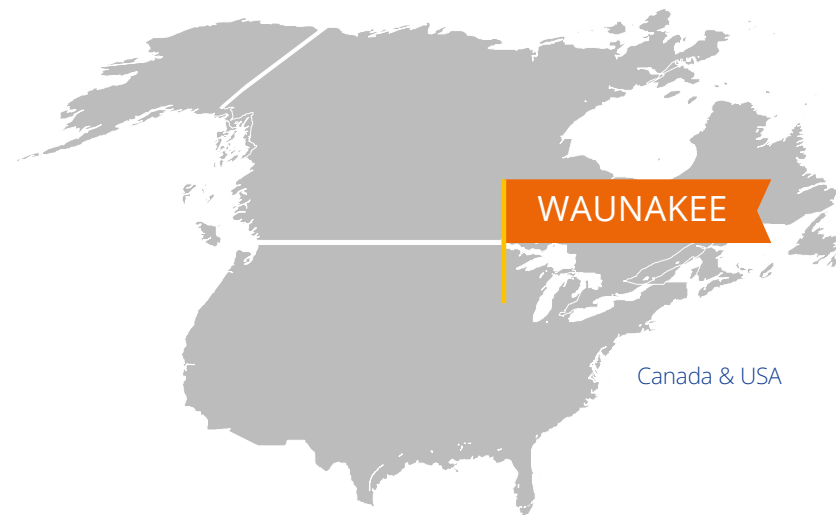
Pilsner Urquell is the world's first pilsner, brewed the original way in the same brewery using the same recipe for 180 years. Today, we still use traditional methods, like triple decoction and parallel brewing in wooden lagering barrels to achieve its exquisite taste. Pilsner Urquell's signature flavour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



## Grolsch Premium Pilsner

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.



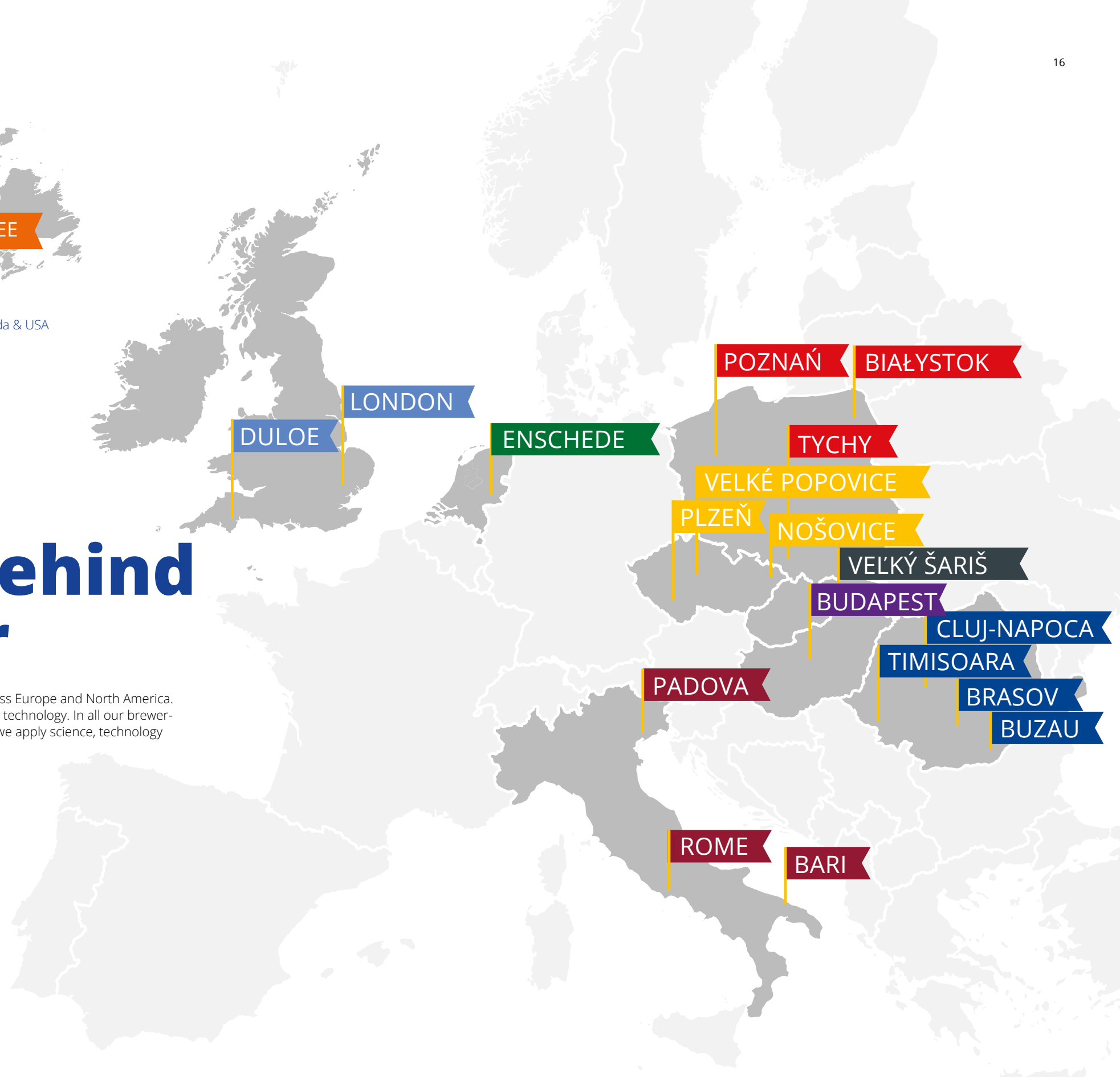


WAUNAKEE

Canada & USA

# Places behind the beer

We run 19 production facilities in 9 countries across Europe and North America. 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.



DULOE

LONDON

ENSCHEDÉ

POZNAŃ

BIAŁYSTOK

TYCHY

VELKÉ POALICE

PLZEŇ

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

## Netherlands

Grolsch  
(Original, Weizen, Radler, 0.0%)



## Italy

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



## United Kingdom

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



## Romania

Ursus  
Timisoreana  
Ciucas



## Czechia

Pilsner Urquell  
Kozel  
Gambrinus  
Radegast  
Proud  
Birell  
Frisco



## Slovakia

Šariš  
Smädny Mních



## Hungary

Dreher Gold  
Dreher 24 Non-alcoholic  
Kőbányai



## Poland

Tyskie  
Lech  
Książęce  
Żubr  
Hardmade  
Captain Jack



## Innovating to provide more choice in low and no alcohol products

As consumer needs continue to diversify, we continue to innovate the low and non-alcoholic part of our portfolio to offer consumers more choice that enable moderate drinking suits different consumption patterns, lifestyle settings and in a manner that best suits their individual preferences.

In addition to offering non-alc versions of our popular global and local brands, recent local low and no-alc innovations include:



## Czechia & Slovakia

Birell



## Hungary

Dreher



## Poland

Lech



## Romania

Ursus



# 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 for adults.

## 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 which refers to the voluntary labeling of ingredients and energy values.



**Our products are for adults only**

## 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 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.



Our website [aboutalcohol.com](#) shares important information about alcohol consumption from relevant and trusted sources to enable consumers to make their own informed choices.



**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.

2

**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.

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.

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.

8

**Filtering**

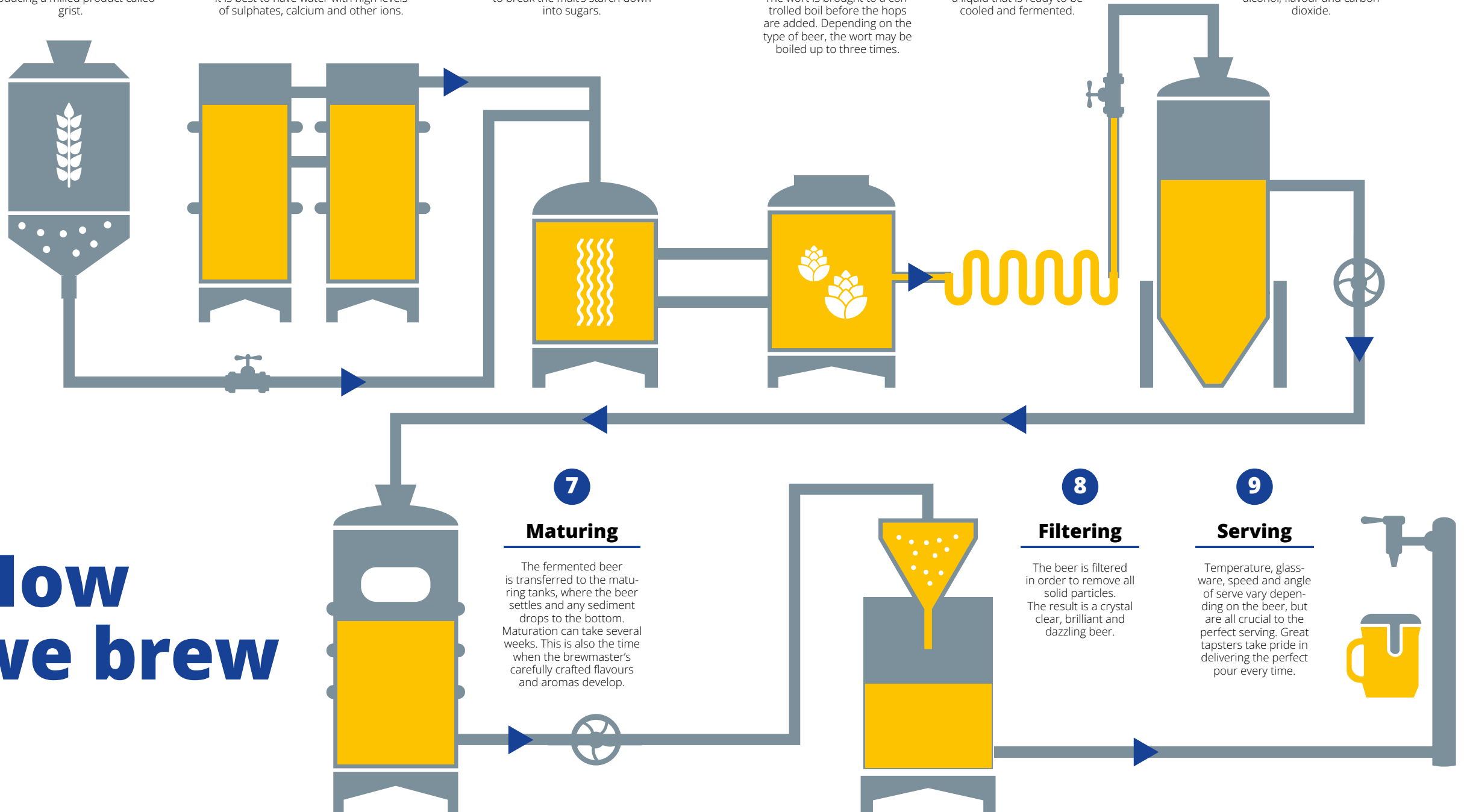
The beer is filtered in order to remove all solid particles. The result is a crystal clear, brilliant and dazzling beer.

9

**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.

# How we brew



# As time went by

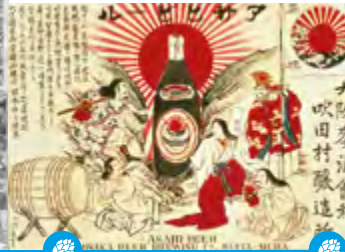
Before the paths of Asahi in Japan and our breweries in Europe came together in 2017, each of them had a long and rich history of their own. Asahi can be traced back to 1889, while our oldest European brewery was established in 1629 in Poland. What progress and innovations took place over the years?

Japan



**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.

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

**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.



**1956**

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

**New ideas and innovations for beer containers**

**1971**

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



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 Bialystok.

**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 Sör produced in Budapest. It later became the leading brewery in Hungary.

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

### 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.

2008

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



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 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

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.

1963

1963 Peroni Nastro Azzurro was born.

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.



## 1994

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

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

## 1999

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

## 2017

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

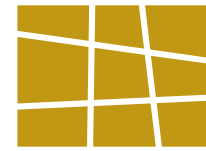


## 2005

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

## 2020

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



### CREATING MEANINGFUL CONNECTIONS

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.



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)



Asahi Super Dry 0.0% launches as an alcohol-free alternative offering consumers the same signature crisp, refreshing, super dry taste that has led Asahi Super Dry to being the number one selling beer in Japan.

## 2023

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



A new multi-year partnership sees Peroni Nastro Azzurro 0.0% enter a new racing chapter alongside Scuderia Ferrari, continuing the motorsport sponsorship journey. A destined relationship between two Italian icons. The partnership celebrates the passion and style exemplified by two Italian icons.

## 2024

The Asahi Group introduces a new visual identity and corporate statement 'Make the world shine' which Asahi Europe & International also adopts. The 'Sunrise Arc' signifies the morning sun, or 'asahi' in Japanese, symbolizing our aspiration to brighten the world as the morning sun does.



ASAHI EUROPE & INTERNATIONAL



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

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