



OFFICIAL BEER



ASAHI BEVERAGES

ASAHI SUPER DRY EXTENDS RUGBY WORLD CUP SUCCESS STORY WITH SUPPORT OF MEN'S AND WOMEN'S TOURNAMENTS UNTIL 2029

Japan's number one beer Asahi Super Dry is continuing its successful partnership with Rugby World Cup by becoming Official Beer and Principal Partner of all tournaments until 2029 including Women's Rugby World Cup England 2025 and Australia 2029 as well as Men's Rugby World Cup Australia 2027. The announcement follows the exceptional success of Rugby World Cup 2023 in France, where Asahi Super Dry delivered an impressive five million pints to rugby fans.

The partnership will see Asahi Super Dry bring a fresh perspective of the sport to audiences around the globe. The Japanese beer brand will utilise its exclusive rights to activate a global, multi-channel marketing campaign for each tournament which will seek to reimagine traditions in beer, rugby and culture.

Asahi Super Dry will elevate the fan experience across official match venues with its super premium alcoholic and alcohol-free beverage offering, delivering on its commitment to provide a broad range of options for consumers to enjoy responsibly.

Asahi Super Dry will also be the presenting partner for the Official Rugby World Cup Podcast. Following the podcast's breakout success during RWC 2023, the series will return in 2025 to offer fans behind-the-scenes access, exclusive interviews, and in-depth analysis, further connecting them to the previously unseen world that surrounds the game.

2025 marks the first time Asahi Super Dry has partnered with a Women's Rugby World Cup tournament and the brand is proud to support this increasingly popular sport and contribute to World Rugby's mission to grow women's rugby audience share.

Asahi Super Dry is the first Principal Partner of Women's Rugby World Cup Australia 2029, highlighting the brand's commitment to both the men's and women's games.

World Rugby CEO, Alan Gilpin said: "We are thrilled to extend our relationship with Asahi as Principal Partner for all Rugby World Cups through to 2029. Their support at Rugby World Cup 2023 was integral to its success, and their renewed commitment demonstrates not only their passion for the game but also their belief in its growing appeal globally. We look forward to working together as we head towards the exciting tournaments in 2025, 2027, and 2029."

Asahi Beverages Oceania CEO Amanda Sellers added:

"This is an exciting announcement for Australian Rugby Union fans and we are especially proud to support the women's game, which is going from strength to strength. The global women's rugby's fanbase is projected to grow by over 70 per cent by 2033.

"With the Men's and Women's Rugby World Cup to be held in Australia in 2027 and 2029, we look forward to offering fans unique opportunities to experience the game on home soil like never before."

For media inquiries, please contact reid.sexton@asahi.com.au

About Asahi Beverages Oceania

Asahi Beverages is Oceania's leading beverages company. We produce many of Australia and New Zealand's favourite alcohol and non-alcohol beverages – some with histories stretching back to the 19th century.

With manufacturing plants in all Australian states and in New Zealand, our multi-beverage portfolio, includes drinks that bring enjoyment and connection to everyday moments in life regardless of the occasion.

Asahi Beverages is a member of Asahi Group Holdings, one of Japan's leading beverage companies. Asahi Beverages comprises Asahi Lifestyle Beverages (formerly known as Schweppes Australia), Carlton & United Breweries (CUB) and Asahi Beverages New Zealand.

About World Rugby / Rugby World Cup:

World Rugby is the global governing body for Rugby Union, leading a movement of more than 400 million fans and 8.4 million players affiliated to 133 national federations across six Regional Associations. It's strategic purpose is to grow the sport by increasing its relevance and accessibility, particularly within younger age groups and women.

As the pinnacle of the sport and the biggest celebration of men's and women's international rugby, Rugby World Cup is at the heart of that mission, generating revenue for World Rugby to reinvest in the sport at every level, while increasing rugby's audience share within new markets and demographics.

With host locations mapped out to 2033, Men's Rugby World Cups in Australia (2027) and USA (2031) and women's Rugby World Cups in England (2025), Australia (2029) and USA (2033) provide a focused, long-term growth platform for the sport.