



**TUESDAY 9th AUGUST 2022**

### **Asahi Super Dry becomes Official Beer Partner of Melbourne City FC**

Melbourne City FC can today announce an exciting new partnership with Asahi Super Dry, as the Club's Official Beer Partner.

This new multi-year deal will put Melbourne City fans at the heart of the partnership with a strong presence at AAMI Park and through a series of giveaways and competitions.

The deal also sees Asahi Super Dry become the Official Beer Partner of three other City Football Group clubs; Manchester City, Yokohoma F. Marinos and Sichuan Juniu.

The brand's new moderation choice, Asahi Super Dry 3.5% will be available for purchase for not just all City home games, but a host of events at AAMI Park from the start of the 2022/23 season.

In conjunction with Asahi, we will soon be announcing some exciting campaigns where City fans will be able to win tickets, merchandise and premium stadium experiences.

Melbourne City CEO, Brad Rowse said: "We are really excited to be welcoming Asahi Super Dry as our new Official Beer Partner.

"Asahi is a premium product and perfectly complements our fans' tastes and lifestyle. We have already started to work with the team at Asahi on how we can expand the traditional boundaries of sport sponsorship and deliver several exciting experiences for our fans.

"It is also encouraging to see Asahi Super Dry coming onboard with multiple clubs across City Football Group, allowing us to further showcase and build the strength of the brand around the world."

Carlton & United Breweries CEO, Danny Celoni said: "We are excited to start giving Melbourne City fans a taste of modern Japan, and to be finding new and exciting ways to connect this sponsorship to our customers to ensure we continue to drive category expansion.

"Asahi Super Dry is Japan's No.1 beer and is brewed with precision to the highest quality standards, under the supervision of Japanese master brewers.

"It is wonderful to partner with a club that shares our commitment to excellence. We are constantly innovating at Asahi Beverages and look forward to elevating the fan experience at Melbourne City."

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## **About Asahi Beverages**

Asahi Beverages operates across Australia and New Zealand with three Business Divisions: Asahi Lifestyle Beverages (non-alcohol in Australia), Carlton & United Breweries (alcohol in Australia) and Asahi Beverages NZ (alcohol and non-alcohol in NZ).

It has manufacturing plants in all Australian states and in New Zealand. Asahi Beverages makes and distributes some of Australia's and NZ's most loved drinks.

Our leading alcohol range in Australia includes Asahi Super Dry, Carlton Draught, Victoria Bitter, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Somersby Cider, Riot Wine, Vodka Cruiser and Lexington Hill cocktails. We also proudly import and distribute Corona beer.

Our diverse range of non-alcohol drinks includes leading brands such as Schweppes, Solo, Cottee's, Cool Ridge water and Spring Valley and Charlie's juices. We also proudly manufacture and distribute under licence Pepsi, Mountain Dew, Sunkist, Gatorade, Lipton Iced Tea and Kombucha.

## **About Melbourne City Football Club**

Melbourne City Football Club is a professional football club that competes in the major Australian domestic competitions, the A-Leagues.

The Club, formerly known as Melbourne Heart FC, was established in 2009, inspired by a vision for a broad-based community team, celebrating cultural diversity and sporting passion through football.

Becoming known as Melbourne City FC in 2014, the Club is wholly owned by the City Football Group and plays its home games at AAMI Park, a 30,000-capacity stadium in the heart of Melbourne's sporting precinct.

Since its inception, the Club has built a reputation as one of Australia's best on and off the pitch with a proud history of youth development and on-pitch success for both men's and women's teams.

Melbourne City has secured several trophies in recent years with an A-League Men's Championship (2020/21), two A-League Men's Premierships (2020/21, 2021/22) and one FFA Cup (2016).

The women's team, which formed in 2015, have been crowned A-League Women's Champions four times (2015/16, 2016/17, 2017/18, 2019/20) as well as A-League Women's Premiers twice (2015/16, 2019/20).

Managed by Club legend, Patrick Kisnorbo, the Club's training and administrative base is now located at Casey Fields in Melbourne's southeast – following a relocation from the Club's former training ground, CFA Melbourne (Bundoora) in July 2021.