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Asahi Beverages beers named the most in-demand at world's best bars

Asahi Super Dry has been named the best-selling beer at the world's best bars, with Peroni Nastro Azzurro and Corona coming in at second and third.

The recognition comes from leading global drinks journal Drinks International's annual survey of the world's top 100 bars, which asks them what brands are most in-demand at their venue.

This year's results mark a hat-trick for Asahi Beverages, which has the top three beers in its Australian portfolio, following the acquisition of Carlton & United Breweries last year.

Carlton & United Breweries Head of International Brands Kym Bonollo said: "Asahi Beverages is home to some of the world's most premium beers. We're delighted that's reflected in the annual Drinks International report, which surveys the best bars in 33 countries, from Maybe Sammy in Sydney to Dead Rabbit in New York and London's Tayer + Elementary.

"Last year was hugely disruptive to hospitality around the globe. But the huge outpouring of support for the industry showed how much people love getting together, enjoying top service and drinking great beer. We're glad our beers were enjoyed by so many last year and, as Australia's bar scene returns, we're seeing that Asahi Super Dry is the beer people want to drink."

The Drinks International report also ranks the top trending brands based on what customers are asking for via word of mouth or social media. This year, Asahi Super Dry was named the number 1 trending beer too, a double that no other brand has achieved since the poll started in 2012.

This success follows a strong year for Asahi Super Dry in Australia in both the on and off-prem. It grew nearly 20% in the off-prem vs the total beer category last year and has ambitions to expand to more venues this year.

In addition to its list of most popular beers, Drinks International named Asahi's Nikka Whisky the best-selling "world whisky", with 45% of bars polled declaring it their number 1 pour. It was also the top trending world whisky.

[Image link here](#)

[Drinks International Report](#)

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