



Carlton & United Breweries and Asahi Premium Beverages to combine

Thursday, 6 August 2020

Asahi Beverages is pleased to announce it will combine its two alcohol businesses: Carlton & United Breweries and Asahi Premium Beverages. The combined business will operate under the iconic Carlton & United Breweries name.

The businesses will be combined by Q4 2020.

CUB became a proud part of Asahi Beverages on 1 June 2020.

The combination will deliver our customers Australia's leading range of alcohol beverages, including Asahi Super Dry, Great Northern, Carlton Draught, Peroni, Corona, VB, Carlton Dry, Pure Blonde, Mountain Goat, Vodka Cruiser, Somersby Cider, Woodstock Bourbon, the Yaks, Pirate Life, 4Pines and Balter.

Peter Margin, Chairman, Asahi Beverages, said: "Asahi Beverages is proud to be investing in Australia for the long-term. We have incredible confidence in the Australian market and the potential for long-term growth."

Robert Iervasi, Group CEO, Asahi Beverages Oceania, said: "The combination of CUB and Asahi Premium Beverages will give our customers access to a leading portfolio which will deliver a superior customer experience and excite our consumers. It will also make it easier for our valued suppliers and partners to do business with us.

"We're very pleased that Peter Filipovic will continue to lead CUB as CEO of our alcohol Business Division in Australia, joining Stuart Roberts CEO Asahi Lifestyle Beverages and Andrew Campbell CEO Asahi Beverages New Zealand."

The combination of CUB and Asahi Premium Beverages will reduce the number of Asahi Beverages business divisions from four to three, with our non-alcohol business Asahi Lifestyle Beverages and Asahi Beverages New Zealand unaffected by today's announcement.

Journalists should direct media queries to reid.sexton@asahi.com.au