



Monday, 21 December

Divestment of Asahi Beverages brands receives final regulatory approval

Asahi Beverages' divestment of alcohol brands owned or licensed by Carlton & United Breweries has received final regulatory approval from the ACCC and FIRB.

The divested brands are: Strongbow, Little Green and Bonamy's ciders, plus beer brands Stella Artois and Beck's in Australia.

The deal for the acquisition of these brands by HEINEKEN, to be distributed in Australia by HEINEKEN subsidiary Drinkworks, is due to complete by 5 January, 2021.

The transaction fulfills Asahi Beverages' divestment obligations as part of the ACCC's approval of our acquisition of Carlton & United Breweries.

Under the terms of the divestment, and to ensure no disruption for customers over summer, Asahi and Drinkworks have agreed that Carlton & United Breweries will continue to make the divested brands available for purchase and delivery through Carlton & United Breweries (on behalf of Drinkworks) until 30 April, 2021.

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