



Media release
For immediate distribution

Max taste meets Max comfort at HOYTS

Australia's leading entertainment business partners with Asahi Lifestyle Beverages

Tuesday, 2 February 2021: HOYTS is pleased to announce a new partnership with Asahi Lifestyle Beverages, with its leading range of drinks set to be available at all HOYTS Australian cinemas from April.

The partnership builds upon HOYTS' commitment to offer the ultimate cinema experience by ensuring guests have access to a wide range of products to enjoy, including a variety of low and no sugar drink options.

The product range will consist of Australia's number 1 selling no-sugar cola, Pepsi Max, as well as other beloved brands such as Schweppes, Mountain Dew, Solo, Lipton Iced Tea, Gatorade and many more.

"With more people moving to 'better for you' products that don't compromise on taste, having leading brands such as Pepsi Max available ensures we are continuing to provide the first-class entertainment experience they have come to expect from HOYTS," HOYTS CEO, Damian Keogh, said.

"We're thrilled that we'll shortly be serving our leading brands to HOYTS' millions of customers, alongside our long-term partner PepsiCo," Asahi Beverages Group CEO, Robert Iervasi, said.

"We're excited to join forces with an iconic entertainment powerhouse and make our broad and innovative drinks range accessible to moviegoers at HOYTS," PepsiCo ANZ CEO, Danny Celoni, said.

Movie-goers can expect to see Asahi Lifestyle Beverages' range of drinks at all HOYTS locations this April and will coincide with the release of the much-loved adaptation of Tom & Jerry The Movie and the action-packed blockbuster Godzilla vs. Kong.

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About HOYTS:

Since opening the doors of their first cinema in 1909, HOYTS has gone on to become one of the world's leading entertainment companies – with over 400 screens and over 50,000 seats across the network. Today, they're the largest single-brand movie exhibitor in Australia and New Zealand.

About Asahi Lifestyle Beverages:

Asahi Lifestyle Beverages is Asahi Beverages' non-alcoholic business in Australia. ALB makes and distributes some of Australia's most loved drinks. Our diverse range of drinks includes market-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, and many more brands.