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MEDIA RELEASE

87 is a significant number for World Rugby and Asahi Group as today marks just 87 days until Rugby World Cup 2023 kicks-off in France.

It was 1987 when the first ever Rugby World Cup was organised and that same year the first ever Asahi Super Dry beer was served.

Back in 1987 when movies such as Lethal Weapon and Dirty Dancing were released, and hit music from U2 and Guns n Roses was commonplace, Japanese beer brand, Asahi Breweries (Now Asahi Group Holdings) launched Asahi Super Dry beer and at the same time, rugby nations held the inaugural–Rugby World Cup which will later become rugby's showcase event globally.

36 years later and the two events are coming together, with Asahi Super Dry being the official beer of Rugby World Cup 2023 in France. Asahi Super Dry and Asahi Super Dry 0.0% will be served at all tournament venues and Rugby Villages across France, spanning 48 matches in 10 host cities.

Asahi Beverages NZ CEO Andrew Campbell says the shared significance of 1987 feels pretty special:

"I remember Rugby World Cup 1987 well, and like many Kiwis I was particularly proud it was New Zealand that won the Webb Ellis Cup."

"It is auspicious that the two events have joined this year and both the beer and the tournament have grown from strength to strength. The 2023 partnership follows a record-breaking Rugby World Cup 2019 in Japan and reflects Asahi's ambition to introduce more consumers to Asahi Super Dry.

"When Asahi Breweries created Asahi Super Dry back in March 1987, their Japanese master brewers dared to be different, and took inspiration from the dry taste of sake to create the world's first Super Dry lager with a crisp clean taste that doesn't linger.



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"Today *Asahi Super Dry* is number one in Japan and thanks to the innovation around production technology and quality management the original beer and its alcohol-free *Asahi Super Dry 0.0%*, are sought after around the world."

The Worldwide Partnership between *Asahi Super Dry* and Rugby World Cup 2023 is expected to drive increased sales of *Asahi Super Dry* including the 0.0% variant while elevating the fan experience, live in stadiums or at home.

Campbell says that in New Zealand, Asahi and Rugby fans have opportunities to win some amazing prizes from now until 27 August. Prizes include six double pass trips to the RWC 2023 finals weekend including flights, accommodation and tickets to matches.

"These prizes are really unique and are likely to be once-in-a-lifetime opportunities", said Campbell.

To enter customers can either use a unique code on the inside of any 12 or 24 pack of *Asahi Super Dry* beer they've purchased and enter it on the Asahi website or enter a code on a scratch card received when purchasing any two Asahi beers at participating licenced venues.

Globally, World Rugby is delighted to welcome Asahi Group to the family of Rugby World Cup 2023's Worldwide Partners.

In speaking of the appointment, World Rugby Chairman Sir Bill Beaumont said it "not only reflects the prestige and truly international appeal of our event, but of the power of a growing, global sport to reach and engage new audiences."

About

Asahi Super Dry

In 1987, *Asahi Super Dry* launched introducing the world to a new "super dry" taste redefining the lager category.

Today, *Asahi Super Dry* is Japan's No.1 beer and is proud that its innovative brand has become a global icon of progressive Japan. *Asahi Super Dry* is brewed with precision to the highest quality standards, under the supervision of Japanese master brewers. Advanced brewing techniques deliver a dry, crisp taste and quick, clean finish.

Asahi Super Dry 0.0% arrived in New Zealand earlier this year an option for New Zealanders who are choosing to moderate their alcohol consumption but still want the same great taste that they are accustomed to. ***Asahi Super Dry 0.0%*** offers *Asahi Super Dry's* signature crisp and refreshing taste without the alcohol.

The base recipe of *Asahi Super Dry* is taken through a process of de-alcoholization to



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create the finished beer at 0.0% ABV, delivering a super-premium alcohol-free beer that matches the promise of the original to go Beyond Expected.

The market for non-alcohol and low-alcohol beverages continues to expand globally and the way consumers are drinking also continues to diversify. By popularizing these products, Asahi Group aims to propose appropriate alcohol consumption and new situations in which to enjoy alcohol and provide new choices for people who choose not to drink alcohol. For more information, please visit <https://www.asahisuperdry.com/en-gb/home/>

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