



RELEASE

Boost Popularity and Sales of ASAHI Super Dry through Carlsberg Malaysia's strong distribution network

Kuala Lumpur, 16 July 2010 – Through its subsidiary Luen Heng F&B Sdn Bhd (LHFB), Carlsberg Malaysia is further strengthening its portfolio of imported premium beers with the sole distributorship of Asahi Super Dry beer starting from July 2010. Partnership with Asahi Breweries Ltd, one of the largest Japanese breweries, Carlsberg Malaysia and LHFB targets to reinvigorate the brand – Asahi Super Dry by increasing its distribution and marketing efforts at hotel, restaurants, café and chain retailers.

At the media launch held at an exclusive club in Solaris Mont Kiara, Managing Director of Carlsberg Malaysia Mr. Soren Ravn commented that Japanese food and culture is widely recognized here in Malaysia and has become part of our lifestyle, particularly for the young adult consumers. “We see potential in Asahi Dry brand and are confident that it will continue to grow, not only limited to Japanese restaurants, but also in trendy F&B outlets, premium hotels, resorts and country clubs. With the strong distribution network of Carlsberg Malaysia, we are confident to boost the sales and popularity of Asahi Super Dry as one of the best beers imported from Japan for its premium image, taste, quality, and reputation throughout the World”, Ravn added.

Introduced in 1987, Asahi Super Dry, packaged in a metallic exterior look, is a lighter flavoured beer that offers beer consumer a discernible refreshing drinking pleasure. *ASAHI* means Rising Sun, *Karakuchi* means dry, and the added adjective ‘*Super*’ is to highlight its crispness.

The sole distributorship of Asahi Super Dry to LHFB is to leverage on the established sales distribution network of Carlsberg Malaysia. “Leveraging on the synergies in sales and marketing of Carlsberg Malaysia, we aim for Asahi Super Dry to be a must-have premium imported beer at some well-known Japanese restaurants, trendy bars, premium hotels and resorts as well as upmarket retail stores nationwide including the duty free islands”, Ravn shared.

In the On-premise outlets, Asahi Super Dry is available in 640-ml and 330-ml bottles and 135-ml can, whilst in 640-ml and 330-ml bottles and 330-ml can in off-trade retail outlets.

