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RELEASE**



## **WORLD'S FIRST ROBOTIC BARTENDER COMES TO MALAYSIA**

**Asahi, Japan's No.1 beer ignites possibilities with the introduction of Mr. Asahi**

**Kuala Lumpur, 28 March 2012** - Asahi Super Dry, the No.1 Japanese beer around the World pushes the boundaries by presenting the world's first robotic bartender, Mr. Asahi to Malaysia. The first ever mechanical barman to make its way here will be touring the country to meet Asahi fans and celebrate the availability of Asahi in draught, pints and cans nationwide, brewed exclusively by Carlsberg Malaysia in Shah Alam.

Mr. Asahi, the world's first robotic barman, is the brainchild of Japanese brewer Asahi. The advanced bartender is capable of serving people in less than two minutes, saving the average person 13 minutes at the bar. Capable of pulling 300ml pints and opening bottles, Mr. Asahi can serve up to 16 half pints or bottles at a time.

"Asahi Super Dry is a premium beer that ignites possibilities. Instead of just rolling out the range of Asahi Super Dry's product packaging in a conventional fashion, we imported Mr. Asahi to create a unique drinking experience by offering a one of its kind interaction with beer lovers. By brewing Asahi Super Dry locally, Malaysians can now enjoy the beer at refreshment outlets nationwide as its product freshness is assured. It is also competitively priced in the premium beer segment," commented Soren Ravn, Managing Director of Carlsberg Malaysia.

Carlsberg Malaysia brings the space-age android to Malaysia in conjunction with Asahi Super Dry's local production and increased distribution. Launched in December last year, Asahi Super Dry's main focus remained on draught beer, today, the premium beer brewed locally is packaged in 320ml cans, 325ml pints and 640ml bottles and distributed at key modern and traditional on-trade outlets throughout Peninsular Malaysia.

The ultramodern robotic barman, Mr. Asahi is mobilized to go on a nationwide tour with a crew comprising of dancers, a DJ and a customized truck that unfolds into a mini party-space where ever he is. Consumers can order a beer from Mr. Asahi to try the clean, crisp and refreshing taste with no bitterness of Asahi Super Dry on draught and enjoy the entertainment and games lined-up to ignite all possibilities that one can anticipate from a premium beer.



Mr Toshio Kodato, Director, Corporate Officer, Asahi Group Holdings commented that “Carlsberg Malaysia has one of the best quality breweries in the region and was the second brewery in the Carlsberg Group worldwide, after Baltika Breweries (Carlsberg Russia), that was awarded the rights to manufacture and brew Asahi Super Dry. Carlsberg Malaysia’s vibrant portfolio in the premium beer segment is impressive and we are confident that Asahi Super Dry will drive its premium range further as it is a perfect complement to its existing collection of brands.”

The expedition will take Mr. Asahi and his entourage to key market squares and commercial centers in Kuala Lumpur, Malacca, Johor Bahru, Ipoh and Penang for 30 days beginning April 15, 2012. Beer lovers will be able to catch Mr. Asahi in action from Wednesday to Saturday's from 5.00pm onwards in selected locations and will be able to follow the Mr. Asahi trail by logging onto [facebook.com/AsahiMalaysia](http://facebook.com/AsahiMalaysia).

### About Asahi

Asahi means Rising Sun. Karakuchi is a unique brewing method using a special yeast strain. And the added adjective ‘Super’ is to reinforce the beer’s crispness. Asahi Super Dry is Japan’s first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world’s fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

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