



# **SQUASH AUSTRALIA & ASAHI PREMIUM BEVERAGES**

*NOVEMBER 2016*

**Asahi**  
PREMIUM BEVERAGES

# DRAUGHT RANGE



Asahi Super Dry  
19L keg



Asahi Super Dry Black  
19L keg



Cricketers Arms Spearhead Pale Ale  
49.5L keg



Cricketers Arms Scorchers Summer Ale  
49.5L keg



Cricketers Arms Keeper's Lager  
49.5L keg



Estrella Damm  
30L keg



Kingfisher Lager  
25L keg



Mountain Goat Organic Steam Ale  
49.5L keg



Mountain Goat Summer Ale  
49.5L keg



Somersby Apple Cider  
49.5L keg

# BEER & CIDER RANGE

## PREMIUM INTERNATIONAL



Asahi Super  
Dry  
330ml



Asahi Super  
Dry  
500ml



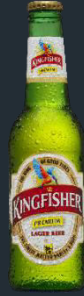
Asahi Super  
Dry Black  
334ml



Asahi Soukai  
330ml



Estrella Damm  
330ml



Kingfisher  
Lager  
330ml



NZ Pure Lager  
330ml



NZ Pure  
Summer Lager  
330ml



Somersby  
Apple Cider  
330ml



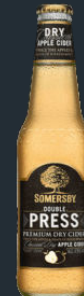
Somersby  
Apple Cider  
375ml



Somersby Pear  
Cider  
330ml



Somersby Pear  
Cider  
375ml



Somersby  
Double Press  
330ml



Somersby  
Blackberry  
330ml

## PREMIUM CRAFT



Mountain Goat  
Organic Steam  
Ale  
330ml



Mountain Goat  
Summer Ale  
375ml



Mountain Goat  
Pale Ale  
330ml



Mountain Goat  
Hightail Ale  
330ml



Mountain Goat  
Fancy Pants  
375ml



CA Spearhead  
Pale Ale  
330ml



CA Spearhead  
Pale Ale  
330ml



CA Scorch  
Summer Ale  
330ml



CA Scorch  
Summer Ale  
330ml



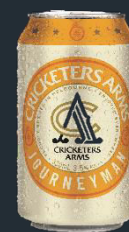
CA Keeper's  
Lager  
330ml



CA Keeper's  
Lager  
330ml



CA  
Journeyman  
Mid  
330ml



CA  
Journeyman  
Mid  
330ml



CA Captain's  
IPA  
330ml

## MAINSTREAM CRAFT

# LIGHT RTD RANGE



Vodka Cruiser  
Berry Blend  
275ml



Vodka Cruiser  
Guava  
275ml



Vodka Cruiser  
Lemon & Lime  
275ml



Vodka Cruiser  
Orange  
Passionfruit  
275ml



Vodka Cruiser  
Pineapple  
275ml



Vodka Cruiser  
Raspberry  
275ml



Vodka Cruiser  
Strawberry  
275ml



Vodka Cruiser  
Watermelon  
275ml



Vodka Cruiser  
Free Citrus Blend  
275ml



Vodka Cruiser  
Free Mixed Berry  
275ml



Vodka Cruiser  
Free Peach &  
Mango  
275ml



Vodka Cruiser  
Black Citrus  
275ml



Vodka Cruiser  
Black Lemon Lime  
& Bitters  
275ml



Vodka Cruiser  
Black Raspberry  
275ml



Vodka Cruiser  
Mudshake  
Cowboy  
270ml



Vodka Cruiser  
Mudshake  
Chocolate  
270ml



Vodka Cruiser  
Mudshake  
Espresso Martini  
270ml



Rhythm Vodka  
Soda & Ginseng  
300ml



Red Bear Vodka  
& Lemon Lime  
375ml



Red Bear Vodka  
& Passionfruit  
375ml



Red Bear Vodka  
& Pineapple  
375ml



Red Bear Vodka  
& Raspberry  
375ml



# DARK RTD & SPIRIT RANGE



Woodstock 4.8%  
375ml



Woodstock 4.8%  
440ml



Woodstock 4.8%  
330ml



Woodstock 4.8%  
660ml



Woodstock 6.0%  
375ml



Woodstock 6.0%  
660ml



Woodstock 8.0%  
375ml



Woodstock 10%  
200ml



Woodstock 10%  
375ml



Woodstock 12%  
200ml



Wild Moose  
375ml



Highland Scotch  
& Cola  
375ml



Highland Scotch  
& Cola  
440ml



Highland Scotch  
& Dry  
375ml



Nikka From The  
Barrel  
500ml



Woodstock Bourbon  
700ml

# ASAHI IS THE FASTEST GROWING INTERNATIONAL SUPERBRAND



Volume  
Rank

#1

Corona Superbrand

8.6%

#2

Heineken Superbrand

5.0%

#3

Peroni Superbrand

2.3%

#4

Asahi Superbrand

+48.6%

#5

Millers Superbrand

-2.6%

#6

Stella Artois Superbrand

-7.7%

#7

Becks Superbrand

-6.4%

#8

Carlsberg Superbrand

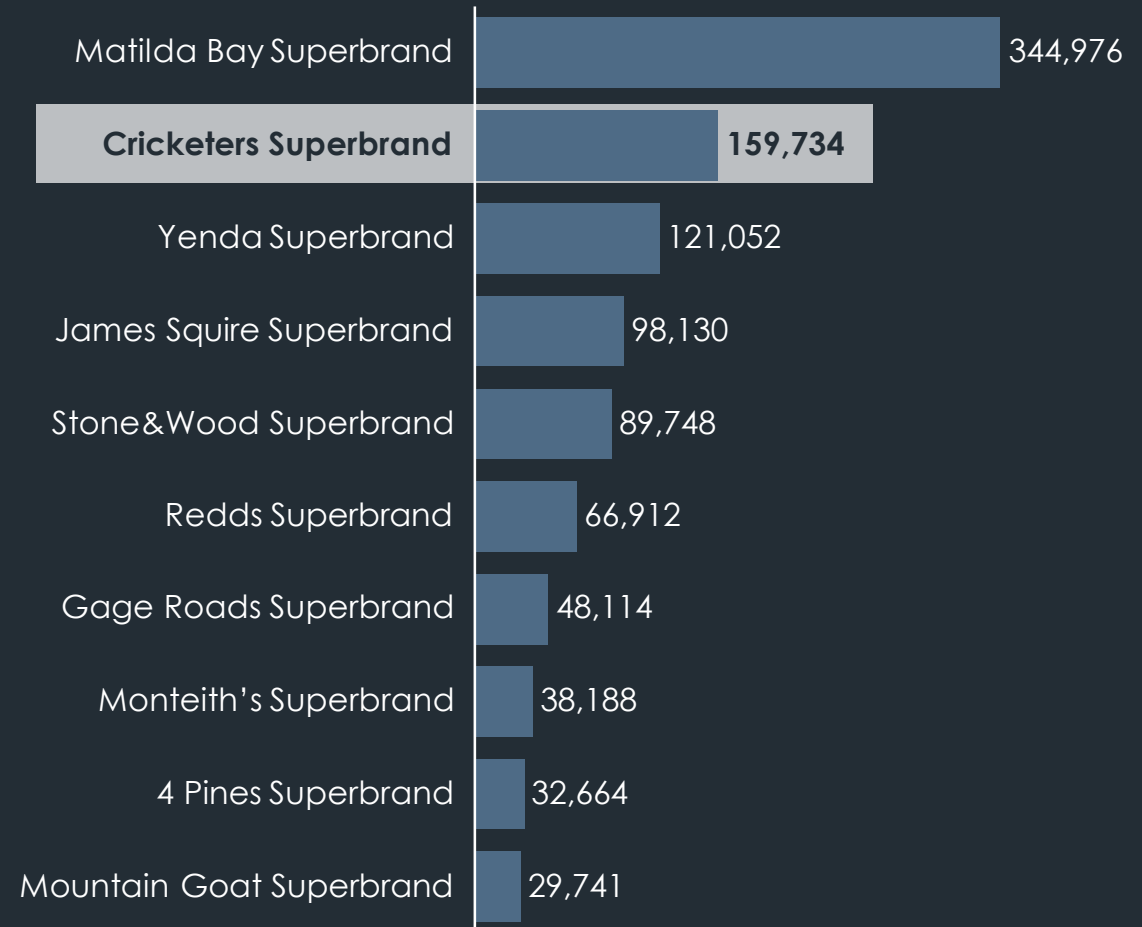
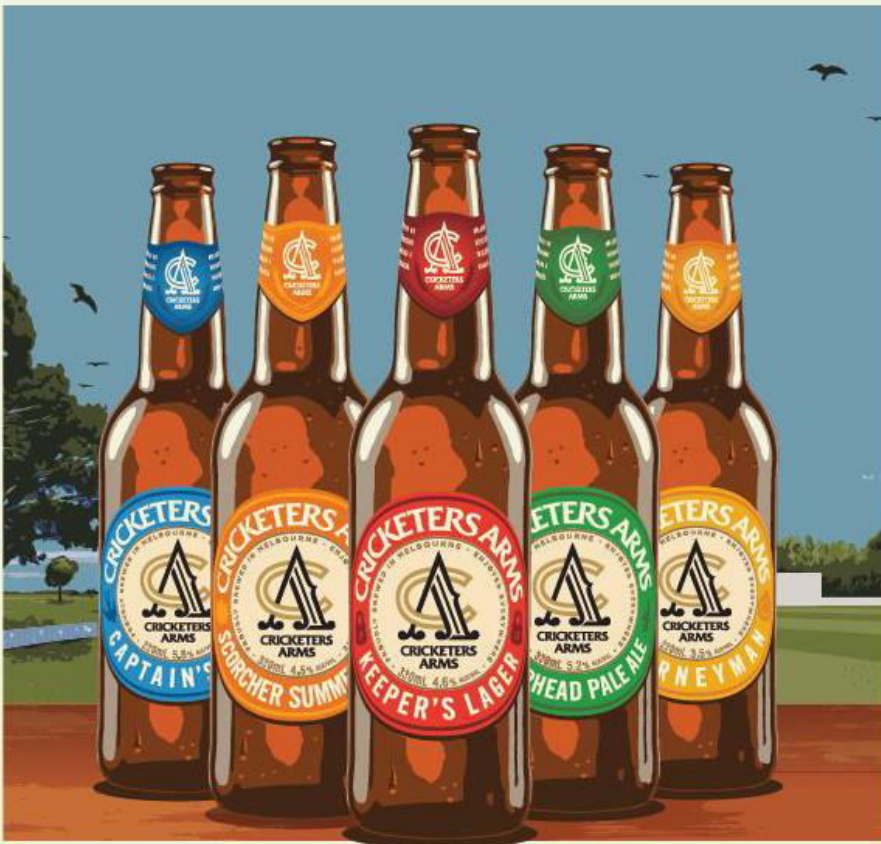
-1.0%

#9

Volume Budweiser Superbrand (MAT 1Q/04/2016)

-14.4%

# CRICKETER'S ARMS IS THE SECOND LARGEST CONTRIBUTOR TO CRAFT BEER GROWTH

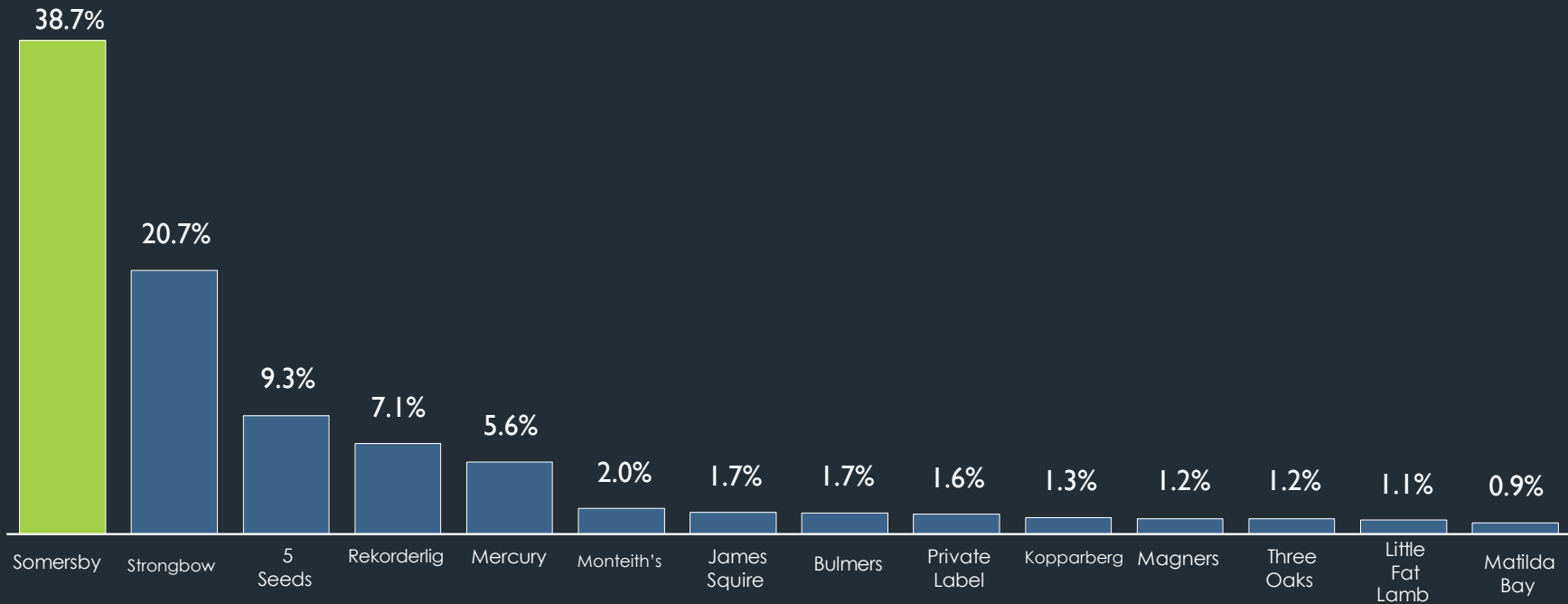


Actual Volume Growth vs YA National. Source: AZTEC (MAT To 03/04/2016)



# SOMERSBY IS THE #1 CIDER IN THE MARKET

Volume Share of Total Cider National

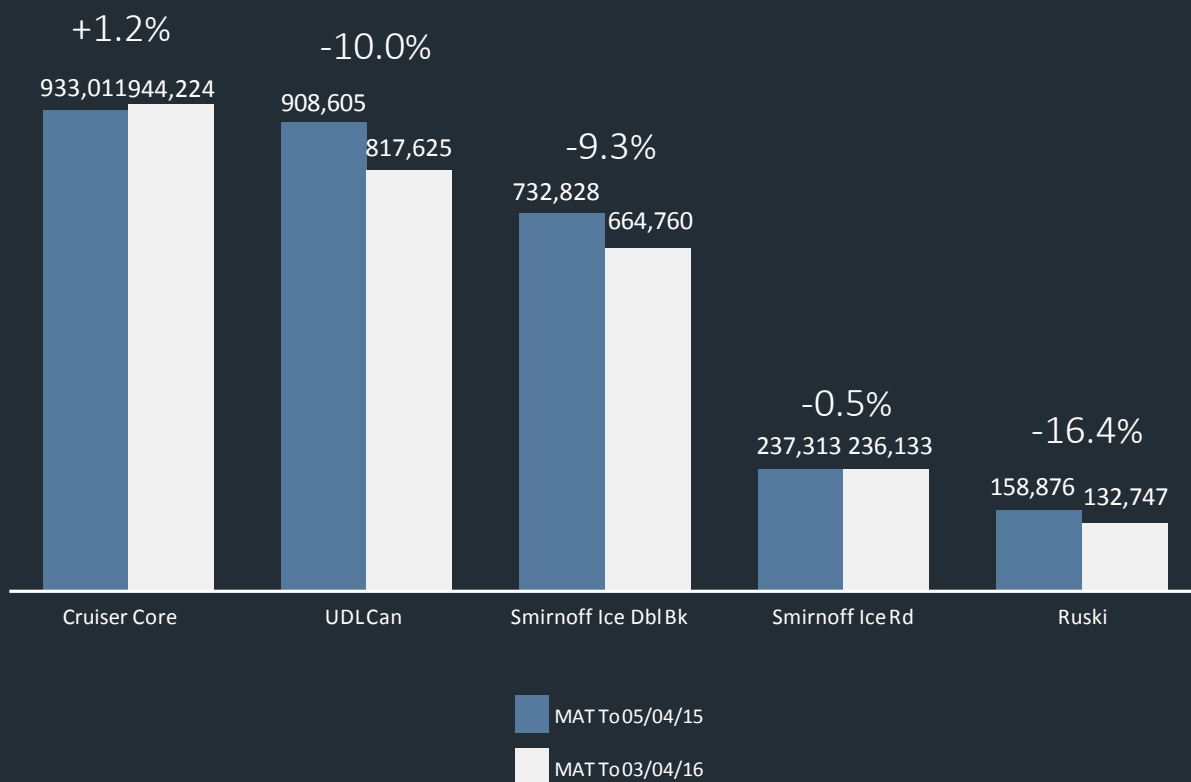


Quarter To 31/01/16



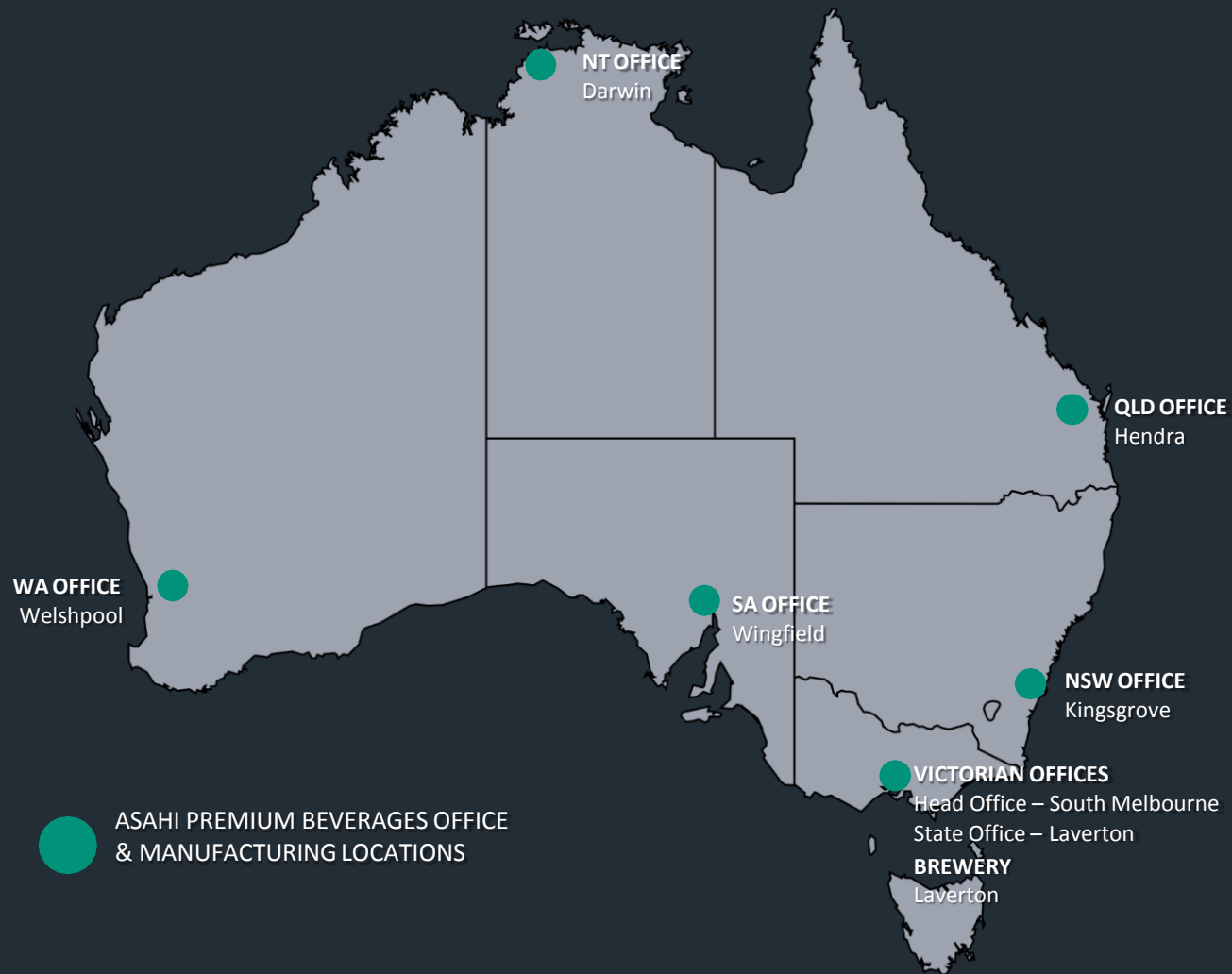
# CRUISER CORE IS THE ONLY GROWING BRAND WITHIN THE TOP 5 VODKA BASED RTDS

Top 5 Vodka Base RTD Brands (National Volume)



# SUPPLY CHAIN CAPABILITY

We have offices in each capital city and our sales team consists of over 500 people including sales representatives, Key account managers and sales support. Asahi Beverages service over 70,000 customers throughout Australia.



# DELIVERY CAPABILITY

	APB CAPABILITY
ORDERING METHODS	Phone- 1800 090 378 Email- <a href="mailto:Orders@asahipb.com">Orders@asahipb.com</a>
DELIVERIES	Standard delivery days are Monday to Friday for all direct deliveries. May vary slightly for distributor regions.
DELIVERY FREQUENCY	Customer can order anytime. Minimum Order Volume is 5 cases of non-alc. 48 hr delivery promise to metro. Distributors vary depending on location
MULTIPLE PRODUCT RANGING	APB deliver all non alcohol and alcohol products on one truck and include on one invoice