

FOR IMMEDIATE RELEASE

Press Statement
3 July 2023
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Non-renewal of Distribution rights of Asahi

Hong Kong, 3 July 2023 – Carlsberg Brewery Hong Kong (“CBHK”) announces that it has received notification from Asahi Group Holdings Ltd (“Asahi”) of their decision to not renew the Distribution Agreement between CBHK and Asahi, and thus CBHK’s exclusive distribution of the Asahi brand in Hong Kong will be expiring on 31 December 2023.

“CBHK has been the exclusive distributor of Asahi in Hong Kong since 2009 and we have enjoyed building up the brand’s success in the market with consistent growth and performance.” said Victor Cheong, Managing Director of CBHK.

“Nevertheless, CBHK will continue to develop our market leading brands and execute our premiumization strategy, delivering the widest portfolio of brands across beer types and price segments, with the best drinking experience to our Hong Kong and Macau consumers,” Cheong added.

CBHK remains the exclusive distributor of Asahi in Hong Kong and Macau until the end of the year. CBHK will work towards providing our customers with a smooth transition going into 2024.

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For further enquiries, please contact:

- Sales – Mr. Herbert Hui (Senior Sales Director, Hong Kong)
+852 3189 8013 herbert.wt.hui@carlsberg.asia
- Sales Administration & Sales Services – Ms. Miranda Lam (Sales Admin Manager)
+852 31898047 miranda.ky.lam@carlsberg.asia

About Carlsberg Brewery Hong Kong Limited

Carlsberg, established in 1847 by brewer J.C. Jacobsen, has become a leading brewery group in the world today with an extensive portfolio of beer and beverage brands across 150 markets and 40,000 staff. The beer portfolio of Carlsberg Brewery Hong Kong Ltd includes Carlsberg, 1664, Somersby and SKOL.

With 175 years of long tradition in pioneering, curiosity and quenchless thirst for progress, Carlsberg will continue in remaining committed to brewing for a better today and tomorrow.