

BEER IS NO LONGER BLACK & WHITE: why spectrum is key

Paolo Lanzarotti
Asahi Breweries Europe Group

Asahi Group

Mission:

To deliver on our great taste promise
and bring more fun to life



BEER



WHISKY



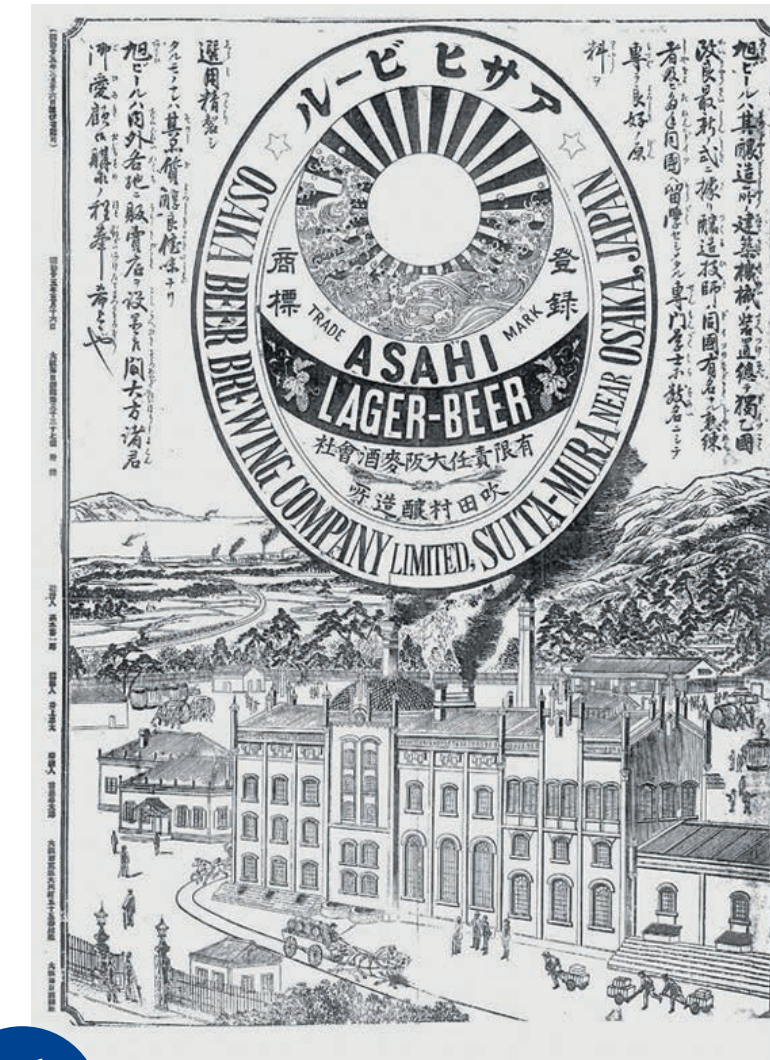
SOFT DRINKS



FOOD



We have a rich history...



Asahi

1889 Osaka Beer
Brewing Company



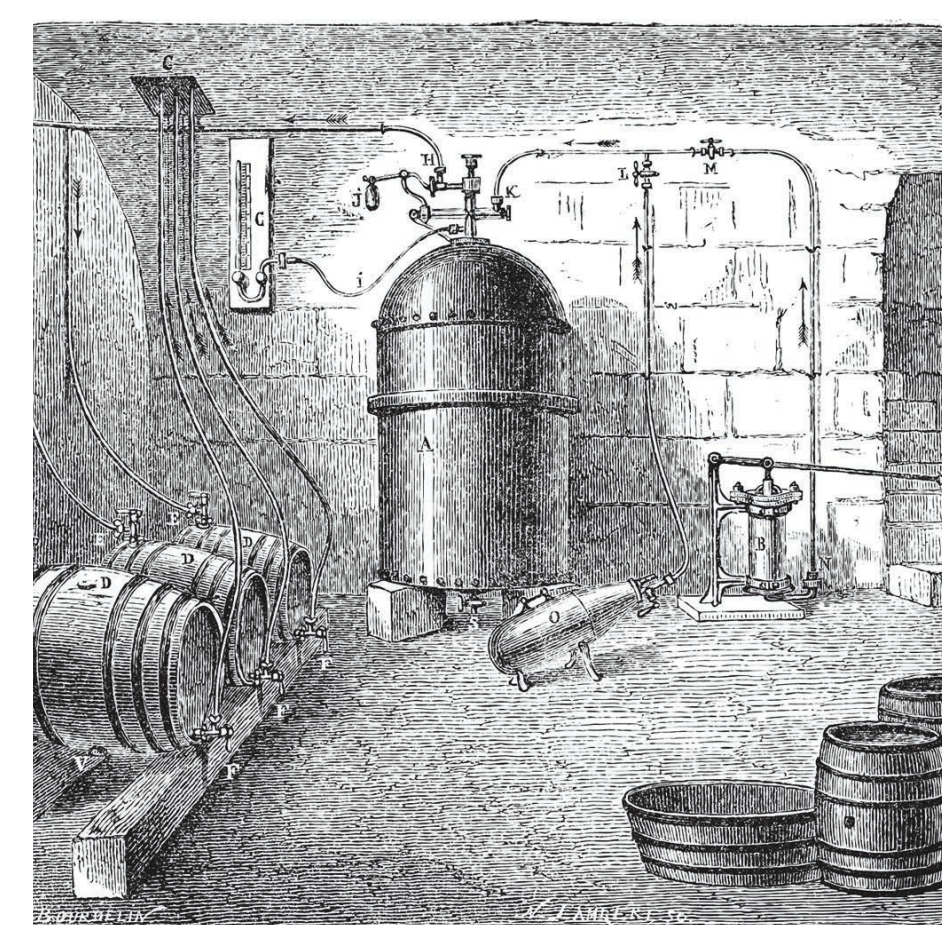
1892 Asahi Beer

Europe

1629 Tychy



1718 Timisoara



1842 Pilsen



1854 Budapest



**... and
a new
beginning
in 2017**

1842

1987



ASAHI BREWERIES LIMITED
ASAHI BEER
THE BEER FOR ALL SEASONS
SUPER
"DRY"
Asahi
ASAHI BEER IS BREWED FROM QUALITY INGREDIENTS
BY USING OUR PURE AND OUR ADVANCED
ASAHI BEER HAS TRULY REFRESHING
SATISFACTORY SMOOTHNESS
YOU CAN ENJOY THE GREAT TASTE OF ASAHI BEER!
CULTURED YEAST
BREWING TECHNIQUE
EXCELLENT RICHNESS
DRINKABILITY AND
ALL YEAR ROUND
辛口
スーパードライ
アサヒビール

Asahi in Central Europe

5

Production countries

11

Brewery sites

60

Export markets

7,400

People

33 million

Hectolitres of beer per year

**Kompania
Piwowska**
Poland

**Plzeňský
Prazdroj**
Czech Republic

**Dreher
Sörgyárak**
Hungary

**Plzeňský Prazdroj
Slovensko**
Slovakia

Ursus Breweries
Romania

EXPORT

Asahi Brands Europe

AE Brands Korea







VS.

BIG

SMALL



Crafted beer should not be exclusive

Complex lagers

Beers beyond lager





ANNYI A VILÁG, AMENNYIT BELETÖLTESZ

KÓSTOLJ BELE A **DREHER** KÜLÖNLEGES SÖREINEK VILÁGÁBA!



ŠARIŠ

Epil



• ALE PO NAŠOM •



18+

LEN PRE OSOBY STARŠIE AKO 18 ROKOV
www.promileinfo.sk



SPOTKANIE
Z DOBRYM
SMAKIEM

ONLY IN JANUARY

RÁZOVITÁ
13
EXTRA CHMELENÁ

Z PIVOVARU
RADEGAST

0,4l

18+ POUZE PRO STARŠÍ 18 LET
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ONLY IN DECEMBER

BLACK IPA

od značky
MASTER

0,4l

18+ POUZE PRO STARŠÍ 18 LET
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ONLY IN MARCH

RYE IPA

OD ZNAČKY
MASTER

0,4l

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ONLY IN FEBRUARY

NEFILTROVANÝ
TMAVÝ
LEŽÁK
ze 4 DRUHŮ SLADU

OD ZNAČKY
Kozel

0,4l

18+ POUZE PRO STARŠÍ 18 LET
www.napivosrozumem.cz

ONLY IN APRIL

Belgický
Saison

OD ZNAČKY
MASTER

0,4l

18+ POUZE PRO STARŠÍ 18 LET
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ONLY IN MAY

Ležák
s chutí chmele
CITRA

od značky
EXCELENT

0,4l

18+ POUZE PRO STARŠÍ 18 LET
www.napivosrozumem.cz

ONLY IN MAY

Eldorado

AMBER LAGER

EXCELENT

0,4l

18+ POUZE PRO STARŠÍ 18 LET
www.napivosrozumem.cz

ONLY IN FEBRUARY

Ležák
CHMELŮ

od značky
RADEGAST

0,4l

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ONLY IN JULY

MASTER
Sunny Ale

0,4l

18+ POUZE PRO STARŠÍ 18 LET
www.napivosrozumem.cz

ONLY IN JULY

SUMMER
Ale

OD ZNAČKY
MASTER

0,4l

18+ POUZE PRO STARŠÍ 18 LET
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**Společná
vářka
Plzeňského
Prazdroje
a Pivovaru
Matuška**



PRVNÍ



**Český ležák
s americkými
chmely**

Everyone deserves a better beer

The Original



Renovation for relevance





Pilsner Urquell®

ŽIVOT
JE HOŘKÝ.
BOHUDÍK!



MEGÚJULTUNK

KÍÜL-BELÜL!

ANNYI A VILÁG, AMENNYIT BELETÖLTESZ

CSAK 18 ÉVEN FELÜLIEKNEK!

www.alkohol.info.hu





**“Size does not matter.
Good beer is good beer.”**



vs.

TODAY

TOMORROW

Consumers **care about taste**, even when they do not want alcohol

Beery beer

Adult refreshment





Try Koziel Non-Alcoholic

TASTING IS BELIEVING





MOŻESZ
WSZYSTKO

100%
SMAKU

0,0%
ALKOHOLU

ADEVĂRATA TA NĂTURĂ

CREAT FĂRĂ GRABĂ
CU PLANTE AROMATICE



If we want a brighter tomorrow, **more needs to be done, today**

What we've always done well



What we need to do





**“Tomorrow is already
here.”**

**“It is not
black and
white.”**

**“It is not
either or.”**

**“We have to act
at both ends
of the spectrum.”**

Asahi