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BEVERAGES

Asahi Super Dry 0.0% hits New Zealand as an alcohol-free alternative to Japan's number one selling beer and first super-dry beer

22 May, 2023

Asahi Super Dry 0.0% – the non-alcohol take on Japan's number 1 beer – has hit the shelves in New Zealand offering consumers an alcohol-free version of the super-premium brand, *Asahi Super Dry*. Consumers can expect the exact same signature crisp, refreshing, super dry taste that has led *Asahi Super Dry* to be the number one selling beer in Japan.



Asahi Super Dry 0.0% only arrived in New Zealand weeks ago as an option for New Zealanders who are choosing to moderate their alcohol consumption but still want the same great taste that they are accustomed to. **Asahi Super Dry 0.0%** offers *Asahi Super Dry*'s signature crisp and refreshing taste without the alcohol.

Its exceptional quality was recognised at London's World Alcohol-Free Awards 2023 in March, with judges remarking that it as a "classic lager that's indistinguishable from a full-strength version".

In 1987, *Asahi Super Dry* launched introducing the world to a new "super dry" taste redefining the category. Now, this revolution is happening again as Asahi introduces the same super-dry taste to the world, but alcohol-free. Asahi's Master Brewers have combined pioneering Japanese brewing techniques with the finest barley, maize, hops, and yeast available. The base recipe of *Asahi Super Dry* is taken through a process of de-alcoholization to create the finished beer at 0.0% ABV, delivering a super-premium alcohol-free beer that matches the promise of the original to go Beyond Expected.

Alongside this launch, *Asahi Super Dry* is also the official beer of Rugby World Cup 2023 where *Asahi Super Dry* and ***Asahi Super Dry 0.0%*** will be served at all tournament venues across France, spanning 48 matches in 9 cities. Such a partnership plays a key role in the ambition of Asahi Group to expand the sales of their Global Premium Brand *Asahi Super Dry* including the new 0.0% variant while elevating the fan experience, live in stadiums or at home.

The market for non-alcohol and low-alcohol beverages continues to expand globally and the way consumers are drinking also continues to diversify. By popularizing these products, Asahi Group aims to propose appropriate alcohol consumption and new situations in which to enjoy alcohol and provide new choices for people who choose not to drink alcohol.

About *Asahi Super Dry*

Asahi Super Dry was first created in 1987, redefining the beer category and introducing to the world a new taste in beer. Today, *Asahi Super Dry* is Japan's No.1 beer and we are proud that our innovative brand has become a global icon of progressive Japan. *Asahi Super Dry* is brewed with precision to the highest quality standards, under the supervision of Japanese master brewers. Our advanced brewing techniques deliver a dry, crisp taste and quick, clean finish. We're constantly innovating at our brewery to improve production technology and quality management. This commitment to progressive brewing will help us share *Asahi Super Dry* with the whole world. For more information, please visit

<https://www.asahisuperdry.com/en-gb/home/>