



April 25, 2023
Asahi Breweries, Ltd.

Price Revisions for Beer-type Beverages, Other Keg Liquors, Shochu, Imported Wine, etc.

Asahi Breweries, Ltd. (Head Office: Tokyo; President: Kazuo Matsuyama) will revise producer prices for certain products of beer-type beverages, other keg liquors, shochu, imported wine, etc. effective on October 1, 2023.

Due to the recent global economic situation, the cost of various raw materials, containers and packaging materials, energy prices, as well as logistics costs continue to rise. In this difficult environment, we have been striving to reduce costs and improve productivity throughout our business activities in order to provide a stable supply of high-quality, safe and reliable products. However, it will be difficult to offset these increases for some products through purely our own corporate efforts, we have decided, unavoidably, to implement price revisions for those products.

This price revision will apply to some categories that will also be subject to an increase or decrease in taxes due to the liquor tax revision effective on the same day, and therefore, some products reflect the results of both revisions.

■Products subject to price revision

Category	Products
Beer	"Asahi Super Dry"(Bottle, Keg, and Nama Jokki Can), Gift Set, etc.
Happoshu	"Style Free", etc.
New Genre	"Clear Asahi" (Keg)
Other Keg Liquors	"Taruhaï club", "Black Nikka Clear Kegged Highball"
Shochu	"Daigorou", "Kanoka", etc.
Imported Wine	"Louis Latour", etc.

Asahi Breweries will make further efforts to realize its vision "The Best Tomorrow for All Our Consumers".
