



MEDIA RELEASE

Asahi Premium Beverages becomes a signatory to the Alcohol Beverages Responsible Alcohol Marketing Code

The Management Committee of the Alcohol Beverages Responsible Alcohol Marketing Code (the Code) today announced that Asahi Premium Beverages has become a signatory to the Code. Asahi Premium Beverages is a member of the Asahi Beverages Group, one of Australia and New Zealand's leading beverage companies, which is owned by Asahi Group Holdings, a Japanese-based global alcohol, soft drinks, and food company.

Asahi Premium Beverages makes, sells and markets a range of alcohol and non-alcohol products. The range includes premium imported and craft beer brands, ciders and a leading ready-to-drink portfolio.

Chair of The ABAC Scheme, the Hon Alan Ferguson, today "welcomed the involvement of Asahi Premium Beverages as a large manufacturer, distributor and marketer of alcohol products in Australia".

The ABAC Scheme is the centrepiece of Australia's system for responsible alcohol marketing and is administered by a management committee which includes industry, advertising and government representatives.

In becoming a signatory, Asahi Premium Beverages will follow the ABAC Responsible Alcohol Marketing Code, commit funding toward the scheme and will participate in the service for checking of proposed marketing and packaging of alcohol products.

Asahi Premium Beverages joins a large number of alcohol marketers, representing the vast majority of alcohol marketing in Australia, that have committed to the objectives of the Code to ensure that alcohol marketing does not encourage irresponsible or unsafe consumption or consumption by underage persons.

ENDS.

For further information contact:

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Background:

The ABAC Responsible Alcohol Marketing Code regulates the content of alcohol marketing (including packaging) in Australia. Subject to regular reviews, the Code reflects community expectations and changes in the media and advertising industries.

The Alcohol Advertising Pre-vetting Service provides independent, confidential advice to advertisers on whether proposed marketing communications comply with the Code. This service is offered on a 'user pays' basis.

The ABAC Adjudication Panel, headed by the Chief Adjudicator, Professor the Hon Michael Lavarch AO, considers public complaints about alcohol marketing communications that fall within the jurisdiction of the Code. The Panel and its deliberations are independent of the Management Committee and the broader alcohol and advertising industry.