

BEYOND EXPECTED  
スーパードライ

NEW  
"DRY"  
**Asahi**  
0.0%



**NEW 0.0%**  
**SUPER DRY TASTE**



# NEW NON-ALCOHOLIC LAGER THAT WON'T SETTLE FOR ANYTHING LESS THAN SUPERIOR QUALITY.

NON-ALCOHOLIC BEER IS BEING  
CONSUMED IN OCCASIONS WHERE  
BEER **HAS PREVIOUSLY NOT BEEN  
CONSIDERED:**

- AT WORK
- DURING LUNCH
- AFTER EXERCISE
- MID-WEEK

## SENSORIAL ATTRIBUTES

- Crisp Taste
- Slightly Hoppy + Flowery
- Light Body
- Light Yellow Color
- Clean + Fast Finish

## TECHNICAL ATTRIBUTES

- Bitterness: 23 EBU
- Original Gravity: 6.3%
- Color: 5.5 EBC
- ABV: 0.0%
- Shelf life: 366 days

**58% OF CONSUMERS  
ARE DRINKING MORE  
NON ALCOHOLIC DRINKS**

