

INTRODUCING
ASAHI SUPER DRY
25oz (750ml) CAN

^{SUPER}
"DRY"
Asahi
辛口



**ASAHI SUPER DRY'S GROWTH OUTPERFORMS
THE TOTAL IMPORT SEGMENT & THE OTHER
LEADING JAPANESE BRANDS**

Asahi Super Dry more than **DOUBLED** Total Import Category growth in 2020 - delivering +23% in the Off Premise Channel.

Asahi Super Dry ranks in the **TOP 10%** of all Imported Brands in terms of \$ Volume for 2020 in the USA

Shoppers want premium beer brands in can formats: cans grew **4x FASTER** than bottles in 2020

ASAHI SUPER DRY

NO.1 SELLING BEER IN JAPAN,
 ROOTED IN A COUNTRY RENOWNED FOR
 ITS **UNCOMPROMISING QUALITY** AND
 STEEPED IN INTRIGUE

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In 1987, the world's first super dry beer was created setting a new standard in brewing innovation. Asahi Super Dry was born out of Japanese curiosity.

- **STYLE** LAGER
- **COLOR** PALE STRAW
- **AROMA** FINE, CLEAN MINERAL
- **TASTE** DRY, CRISP WITH A QUICK CLEAN FINISH
- **INGREDIENTS** WATER, MALT, HOPS, RICE, MAIZE, YEAST
- **BITTERNESS** ◆◆◆◇◇◇
- **SWEETNESS** ◆◇◇◇◇◇
- **ABV** 5.2%
- **IBUS** 20

ASAHI SUPER DRY

Case Cost		
Units/Case		
Unit Sell Price		
Markup		
Case Profit		
Unit Profit		
Margin		

ASAHI SUPER DRY 12 X 25oz (750ml)

Can Dimensions - 6.3" (H) x 3.3" (W)

UPC Codes (UPC Codes Unchanged vs. 24oz Can)

Can - 0 38766 30230 4

Tray - 0 38766 30065 2



NOTES:

SOURCE: Nielsen, TOTAL USA xAOC, 52 weeks ending 12/26/2020
 For Brand Assets, Product Specs, Program Information & Available POS visit AsahiAssets.com
 Please drink responsibly. Imported by Asahi Beer U.S.A., Inc. Torrance, CA

