It is my great pleasure to introduce the Asahi Breweries Europe Group

Established in April 2017, we are the Central European wing of Asahi Group Holdings, a traditional Japanese producer of beer, whisky and a wide range of food products, with a rich history that can be traced back to 1889.

In the heart of Europe, we are custodians of a range of around 40 well-established and admired local brands, some of which have become national icons. We build on hundreds of years of craftsmanship and brewing traditions. We actually gave the world the grandfather of the whole lager beer category, and we are extremely proud that we still brew our Pilsner Urquell the same way as in 1842.

Our purpose is to inspire better drinking experiences by brewing Kando moments. Simply said, we want people to drink better, not more. We focus on our range of premium brands, and while fully respecting tradition, we also look to the future. We regularly embark on journeys to enlarge the beer category, shifting the borders with products for new audiences.

We run 11 breweries, the oldest one dating back to 1629, and brew 33 million hectolitres of beer every year. This means we have the scale to shape the category, while maintaining the agility to move fast. Our beers are enjoyed in 60 countries around the world, exported either through our own export organisations or a wide network of partners.

None of the above would be possible without our team of 7,400 great professionals, who are passionate about what they do.

We inspire consumers to enjoy our beers responsibly, and our commitment to moderate drinking is fundamental to how we do business. We offer a wide choice of non-alcoholic options and educate consumers on the adverse effects alcohol may have on society when not consumed in moderation. We are committed to conducting our business responsibly, with regard to the environment and society.

Cheers!

Paolo Lanzarotti
CEO Asahi Breweries Europe Group
Underneath the foam

Emerging on the European beer market in April 2017, we build on centuries of European brewing heritage. With unwavering commitment, we continue to brew the best beers possible.

5
Production countries
From the outskirts of Gdańsk to the shores of the Black Sea – Asahi took Central Europe by storm.

11
Brewery sites
We brew the best beers in our markets and some of the best beer brands in the world.

60
Export markets
Our brands are enjoyed all around the world, mainly across Europe and Asia.

7,400
People
This is roughly a quarter of employees of the whole Asahi Group. They all share a passion for what they do.

33 million
Hectolitres of beer per year
This means that 200 half-litre pours of our beer are produced and sold every second of every day of every year.
Asahi in Central Europe

Poland
Kompania Piwowarska
Number 1 in country

Czech Republic
Plzeňský Prazdroj
Number 1 in country
Market Share in %

Slovakia
Plzeňský Prazdroj Slovensko
Number 2 in country

Romania
Ursus Breweries
Number 1 in country

Hungary
Dreher Sörgyárak
Number 1 in country
Before the paths of Asahi and its fellow European breweries crossed, each had a long history of its own. Time has really flown by for Asahi and the Central European breweries now part of its family!

**Asahi**

- **1889**: Osaka Beer Brewing Company established by Komakichi Torii, with the goal of producing an authentic Japanese beer.

- **1892**: Asahi Beer launched. “Asahi” (rising sun) was named with the pride of a beer from the land of the rising sun.

- **1900**: Asahi Beer wins gold at the 1900 Paris Expo, and numerous awards in Japan and abroad.

- **1949**: Asahi Breweries created through the breakup of Dai Nippon Breweries under Japanese post-war economic reforms.

**Europe**

- **1629**: The first reference to the brewery in Tychy, owned by the House of Promnoc, appears.

- **1718**: Timisoara Brewery in Romania established, at the initiative of the Austrian authorities ruled by Prince Eugene of Savoy.

- **1768**: Establishment of the Dojldy brewery. A large brewing plant was erected in Dojldy near Białystok.

- **1842**: The brewer Josef Groll brewed the first batch of the first golden lager that would soon conquer the world as Pilsner beer.
Asahi Cider, an alcoholic beverage made from fermented apple juice, is launched.

Japan’s first aluminum canned beer appeared on the market.

Corporate identity launched and corporate mark redesigned.

Asahi Super Dry launched—Japan’s first dry draught beer, with a crisp and refreshing taste. Revolutionizes the Japanese beer industry.

1854
First batch of Kőbányai Ser produced in Budapest. It later became the leading brewery in Hungary.

1874
Velké Popovice brewery founded. František Ringhoffer buys the brewery that becomes home to Velkopopovický Kozel.

1878
Opening of the brewery located in Cluj-Napoca.

1892
Brewery in the Romanian city of Brasov established.
Asahi Breweries Europe Group

Developing international markets and claiming the top share of the Japanese beer market.

1895
Foundation of the Hugger Brothers’ Brewery in Poznań.

1913
The production of Pilsner lager passes the magical threshold of one million hectolitres. The Burghers’ Brewery becomes the largest brewery in Europe.

1944
During WWII, the beer in Dojlidy was brewed by Germans, who partially destroyed the facilities in 1944.

1967
The first batch of beer is brewed in the Šariš brewery.

1997
Asahi Super Dry launched in 12 European countries.

1998
Asahi Beer reclaims top share of Japanese market after 45-year interval.

2003
Asahi Food & Healthcare Co., Ltd. established.
And the tale of our common journey begins...

2008
Asahi acquired the stock of a leading freeze-dried food company, Amano Jitsugyo Co., Ltd.

2011
Changed to pure holding business structure under Asahi Group Holdings, Ltd.

2017
Asahi acquired SABMiller’s beer businesses in Central Europe. Asahi Breweries Europe Group created.


1991
Birell, later to become the most popular non-alcoholic beer in the Czech Republic, is launched. Brand new technology for making non-alcoholic beer using unique yeasts without interrupting the fermentation process is utilized.

1999
Lech Browary Wielkopolski and Tyskie Browary Książęce merge and form Kompania Piwowarska SA.

2005
Tyskie receives its second Beer Oscar and the main prize in the world’s most prestigious beer competition—The Brewing Industry International Awards.
Our pride

We are the custodians of some of the most admired and some of the most popular beer brands in the world. In all our breweries, we produce beers we are proud of. Which brands please your taste buds?

In 1842, pioneering brewmaster Josef Groll introduced his revolutionary beer in the west Bohemian city of Pilsen (aka Pilsen). Since then, its secrets have been handed down from generation to generation, and his invention soon became the most popular style of beer on the planet.

At a time when beers were brown and murky, Pilsner Urquell’s clear, golden colour caused a sensation. But Pilsner Urquell doesn’t just look good. To this day, the beer uses only the very finest 100% Czech ingredients and a meticulous brewing process dating back to Groll’s time. It takes longer, but taste can never be compromised.

To give the beer its beautifully balanced caramel flavour, malt produced from specially grown two-row barley is mashed three times over an open flame, using the local area’s unusually soft water. Later, Saaz hops lend Pilsner Urquell its wonderful aroma and gentle bitterness. It’s a combination that literally changed the world of beer.

Produced using only the finest Saaz hops, Pilsner malted barley and soft forest spring water, Velkopopovický Kozel still has the same well-balanced taste and delicious hoppy aroma today. Because of this, Kozel picked up numerous awards in recent years, among them the Australian Beer Award, the Czech Beer of the Year prize and the World Beer Cup.

Along with golden lagers, the Velké Popovice brewery also produces Kozel Černý, a distinctively Czech dark beer made from four types of malt.

Combining a crisp, clean taste with minimalistic, metallic silver packaging, Japan’s best-selling beer is a global icon. Launched in 1987, Asahi Super Dry transformed the Japanese beer market, offering a fresh alternative to the heavier, maltier flavours then available. Instead, the new arrival provided a beer that tasted as different as it looked: a highly attenuated lager with a crisp, dry taste, reminiscent of the beers of northern Germany. Asahi’s relentless focus on quality begins with the ingredients: carefully selected strains of yeast, an exclusive supply of malted barley, rice and hops of the highest quality.

These ingredients are handled with the utmost care during a highly innovative brewing process, ensuring every Asahi Super Dry shares the same excellent taste, no matter where it’s served.

This consistency has made it one of the largest Japanese beer brands worldwide, selling more than 100 million cases per year for more than 25 years.
The Tyskie story begins in 1629, when the noble Von Promnitz family established the “Princely Brewery of Tychy” in Tychy, Upper Silesia. A long-standing favorite among Poles, the now iconic Polish lager still features the brand’s distinctive white labels bearing the crown of Jan Sobieski, the Polish monarch at the time the brewery opened. With an aroma blending hops, caramel and a hint of fruit, Tyskie’s recipe offers the perfect balance of sweetness and bitterness. At the Brewing Industry International Awards, Tyskie is the only beer to have twice won the gold medal in its category along with the champion beer prize.

Lech is a classic, easy-to-drink beer from western Poland’s Wielkopolska region and one of the country’s most-loved beer brands. The brewery’s best-known beer is Lech Premium, a medium-bodied lager of average sweetness and mild bitterness. Made with carefully selected proportions of pale malt and Polish hops, Lech’s smooth taste and high carbonation offer consumers the perfect refreshment. Along with traditional lagers Lech Premium and Lech Pils, the Wielkopolska brewery also offers a ground-breaking range of flavoured, low-alcohol and non-alcoholic beers to suit everyone’s taste buds.

Strong, bold and adventurous, Ursus takes its name and its spirit from the Latin word for “bear” and remains Romania’s leading premium beer brand. This refreshing lager is made using two types of malt and 100% hops and offers an unmistakably refreshing flavour. The Ursus brand is a celebration of life, built on the belief that we’re stronger, braver and happier together. Ursus was born in Cluj-Napoca in 1878, but brewing in the city dates back to the early 18th century. A craft mini-brewery now stands on the original site, offering aficionados a look behind the scenes at the beer-making process.

Romania’s most-loved and best-selling beer remains as close to the people today as it was in 1718, when the country’s first brewery opened in the historic city of Timișoara. Using a traditional recipe, Timisoreana brings the brewmasters’ art into the present day, not only through passion for creating excellent beers, but also by emphasising sustainable development and the responsible use of natural resources. In the words of Australian International Beer Awards judge Peter Manders, this process creates an “exceptional beer with a flavour and taste that perfectly correspond to its category.”

Dreher beers are frequent recipients of international honours, including three gold medals at the Monde Selection world quality contest in Brussels.

Everyone, it seems, is an “Easterner at heart” when it comes to Šariš, Slovakia’s most modern brewery. The beer’s branding draws on eastern Slovakia’s unique character but is popular everywhere it’s served. Šariš’s best-loved product is its 12% lager, a premium beer made with light malt and a two-phase fermentation process. And in 2017, the brewery celebrated its 50th anniversary by launching a new, improved Golden 12%, boasting an even richer flavour. Šariš beers are frequent recipients of international honours.
Get yourself a drink

Thirsty for a good beer? Look to the list of countries and available Asahi labels below so you know what to look for the next time you hit the local bar, pub or shop. Let’s have a sip of something extraordinary...

**Czech Republic**
- Pilsner Urquell
- Kozel
- Gambrinus
- Radegast
- Asahi Super Dry
- Excelent
- Birell
- Master
- Frisco
- Kingswood

**Slovakia**
- Šariš
- Pilsner Urquell
- Kozel
- Gambrinus
- Radegast
- Asahi Super Dry
- Excelent
- Birell
- Topvar
- Smádný Mnich
- Frisco
- Kingswood

**Poland**
- Tyskie
- Lech
- Żubr
- Prażubr
- Książęce
- Pilsner Urquell
- Kozel
- Grolsch
- Asahi Super Dry
- Dębowe Dojrzałe Mocne
- Redd’s
- Wojak
- Gingers
Hungary
Dreher
Arany Ászok
Pilsner Urquell
Kozel
Asahi Super Dry
Kőbányai
D24
Kingswood

Romania
Ursus
Timisoreana
Pilsner Urquell
Peroni Nastro Azzurro
Grolsch
Asahi Super Dry
Azuga
Ciucaș
Stejar

Export Markets
Pilsner Urquell
Kozel
Tyskie
Peroni Nastro Azzurro
Grolsch
Gambrinus
Timisoreana

Find all our brands on our web page
www.asahibreweries.eu
Our purpose is to inspire better drinking experiences by brewing Kando moments.
Our purpose is to inspire better drinking experiences by brewing Kando moments.

Kando is the feeling of deep satisfaction that we get as brewers from exceeding consumer expectations by providing the highest quality.
What we stand for

1. We are brewers and we respect brewing traditions.

2. We shape our categories for a positive future.

3. We inspire consumers to choose our brands.
We premiumise our scale, and scale our premiumisation.

Our capabilities are diverse, deep and strong.
How we brew

1. Milling
   In the brew house, different types of malt are crushed together to break up the grain kernels in order to extract fermentable sugars, producing a milled product called grist.

2. Water Preparation
   The presence of minerals is critically important to the final flavour. Soft water with low mineral levels is ideal for pilsner-style lagers. When brewing ales, it is best to have water with high levels of sulphates, calcium and other ions.

3. Mashing
   The grist is then transferred to a mash tun, where it is mixed with heated water. The process uses natural enzymes in the malt to break the malt’s starch down into sugars.

7. Maturing
   The fermented beer is transferred to the maturing tanks, where the beer settles and any sediment drops to the bottom. Maturation can take several weeks. This is also the time when the brewmaster’s carefully crafted flavours and aromas develop.
Boiling

The mash is then pumped into the lauter tun, where a sweet liquid (known as wort) is separated from the grain husks. The wort is brought to a controlled boil before the hops are added. Depending on the type of beer, the wort may be boiled up to three times.

Cooling

After boiling, the wort is transferred to a whirlpool where any malt or hop particles are removed to leave a liquid that is ready to be cooled and fermented.

Fermenting

As the fermenter is filled, yeast is added. The yeast consumes the sugars in the wort and produces alcohol, flavour and carbon dioxide.

Filtering

The beer is filtered in order to remove all solid particles. The result is a crystal clear, brilliant and dazzling beer.

Serving

Temperature, glassware, speed and angle of serve vary depending on the beer, but are all crucial to the perfect serving. Great tapsters take pride in delivering the perfect pour every time.
We care

Asahi holds sustainability as its responsibility. Therefore, our minds are set on continuing to help protect the environment. This is how we do it.

We source our Ingredients responsibly

To brew a perfect beer means we need to use only the best ingredients. At our breweries, we pay extraordinary attention to the selection of individual ingredients: water, malting barley and hops. We do our best to:

1. Source locally as often as possible. In the Czech Republic and Slovakia, 100% of the barley we use is of local origin.

2. Nurture long-term cooperation with our suppliers. The key principles of a partnership include correct relations, fairness and the long-term nature of our relationships.

We reduce our Carbon Footprint

We reduce our Carbon Footprint in terms of our carbon dioxide emissions (which are still relatively small compared with other industries). In demonstrating leadership for other similar businesses, we feel responsible to facilitate the necessary shift to a low-carbon economy.

1. With the increased use of financial tools and regulations to encourage emissions reductions, we also have a business interest in maximising our carbon efficiency.

2. We always strive to make sure that our breweries and suppliers observe top environmental norms in compliance with internationally recognised standards.

3. We create value by reducing our waste and carbon footprint throughout the value chain, driving down emissions from brewing, promoting sustainable packaging and prioritising low energy fridges.

**CO₂ production (CO₂ in kg/hectolitre of beer produced in 2017)**

<table>
<thead>
<tr>
<th></th>
<th>Czech Republic</th>
<th>Slovakia</th>
<th>Poland</th>
<th>Romania</th>
<th>Hungary</th>
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<td>CO₂</td>
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<td>4.93</td>
<td>6.47</td>
<td>5.01</td>
<td>4.59</td>
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</tbody>
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We support Beer Culture

We believe that our beers are best enjoyed in a pub. We care about the beer culture, which is why we:

1. Provide regular training for the owners of pubs and restaurants, handing down our experience.
2. Grow our network of tank pubs all around Europe, serving the freshest beer possible, which tastes the same as in the brewery.
3. Train tapsters how to make the perfect pour because we simply want consumers to enjoy a perfectly crafted beer.

We value Water

Water is absolutely essential in production of our beers. We carry out regular assessments of the risks related to the quality and availability of water used. Over the past years, we:

1. Reduced the volume of water used in beer production significantly.
2. Rank among the world’s top brewing companies. We also treat and reuse as much water in the plant as possible.

CERTIFICATIONS WE RECEIVED:
ISO 9001 (Quality)
ISO 14001 (Environment)
OHSAS 18001 (Workers Safety)
ISO 22000 (Food Safety)
ISO 50001 (Energy Management)
Drink and think

Our premium beers bring pleasure and enjoyment to people all over the world. We want our great brands to be a pleasant part of our consumers’ lives, which is why we strongly advocate a responsible approach to the promotion and consumption of our products.

There are things that we, as producers, can do that make a difference:

1. **We comply** with all local, national and international laws and regulations relating to the development, marketing and sale of alcoholic beverages.

2. **We follow** company and industry-wide ethical codes when promoting and selling our products, going far beyond the legislative obligations placed upon us.

3. **We engage** our employees, who act as role models and, as such, are required to abide by internal rules on consumption of alcoholic beverages both during and outside their working hours.

4. **We offer** a wide range of either non-alcoholic variants of our alcoholic brands or unique non-alcoholic beer-inspired brands, so that people have more choice while still enjoying the great taste of beer.

5. **We contribute** effectively to third-party efforts to advance research into the health, social and economic aspects of alcohol consumption, as well as solutions to irresponsible drinking of alcohol.

6. **We run** a range of prevention campaigns that support responsible drinking, tackling in particular the most pressing issues. These include underage drinking, binge drinking, driving under the influence of alcohol and drinking during pregnancy or while breastfeeding.

We are passionate about creating quality products that our consumers can enjoy responsibly.
Our commitments

• We are currently working intensely towards fulfilling the Beer, Wine and Spirits Producers’ Commitment to Reduce Harmful Drinking.

• We are also part of the ongoing commitments made by The Brewers of Europe.

Our activities

We are communicating our brands ethically, which means:

18± We restrict minors’ access to our product advertisements.

25+ We use only actors or models of minimum age of 25 in our advertisements.

We monitor the airing times of our commercials.

We do not depict or promote excessive drinking.

We filter content for underage users of social media.

We require a confirmation of age upon entrance to websites of our brands (age-gate).

We provide proper information to consumers:

100% of our labels and packaging materials carry a message pointing out the risks of irresponsible consumption of alcohol.

We have set up a dedicated website, www.aboutalcohol.com. Since 2016, we have provided ingredients and a nutritional declaration for all our brands either on labels or through this website.

Our products are for adults only

Don’t drink and drive

Alcohol and pregnancy do not mix
Asahi Group Holdings, Ltd. (Japan)

Kompania Piwowarska SA (Poland)

Plzeňský Prazdroj, a. s. (Czech Republic)

Plzeňský Prazdroj Slovensko, a. s. (Slovakia)

Asahi Breweries Europe Ltd. (UK)
Where the pipes go

Asahi Breweries Europe Group covers five brewing companies, all with a leading position in their market. Two export businesses take care of our expansion around Europe and Asia Pacific. With our headquarters in Prague, we sit right in the heart of Europe.

Asahi CE & Europe Services s.r.o. (Czech Republic)

Ursus Breweries S.A. (Romania)

Dreher Sörgyárak Zrt. (Hungary)

Asahi Brands Europe a.s. (Czech Republic)

AE Brands Korea (South Korea)

*Simplified Group structure
Places behind the beer

We run 11 breweries in 5 countries around Central Europe. The values linking them together are tradition and technology. In all our breweries, we are proud of where we’ve come from and we apply science and technology towards a better future.