



December 2019

MEANTIME BRINGS WINTER SUN TO ITALY

Meantime Brewery grows international reach with launch of seasonal edition brew

Meantime Brewing Company, one of the pioneers of London craft brewing, has extended its Italian portfolio with the introduction of seasonal brew, Winter Sun, 5.9% ABV. Available now, the launch marks the continual growth of the brand in international markets.

Worth £800m in the UK, Meantime continues to go from strength-to-strength and is now sold in a number of countries including France, China, Canada, Singapore and the Netherlands. The roll out of Meantime seasonal edition Winter Sun, sees both the continual growth and increased appeal of Meantime in Italy, as well as the brands continued commitment to offering brews that cater to consumer trends.

Over the past two decades, Meantime Brewery has provided consumers with an array of beer styles and innovations: from Porters, IPA's, Saisons, Wheat Beers, as well as a host of quality seasonal editions. Winter Sun, a fresh, fruity and slightly spiced beer is made with a blend of Hallwetau, Hersbrucker and Liberty Hops – a combination of European and American hops that creates a vibrant, zesty flavour and a rich, golden liquid that's the colour of a low winter sun.

The introduction to Winter Sun to Italy this winter follows a year of innovation, investment and continual development that reflects the pioneering spirit and ethos of its founder. 2019 saw the launch of the new visual brand identity, the roll out of impactful social media campaigns and the celebration of Meantime Brewery's 20th anniversary.

Global Head, Craft & Ale Brands, Jonathan Norman, comments: *"The success and love for Meantime always comes back to the quality and calibre of the beers. To be able to bring Meantime into more markets and grow the offering, catering to consumer and customer demands, means even more people will get to enjoy quality beers that are packed full of flavour. The launch of Winter Sun in Italy is part of the continued growth of the brand in international markets, and delivering brews that we know will prove popular. 2019 has already been a great year for Meantime, so we look forward to continuing our progress even further in 2020."*

ENDS



Notes to Editors

Instagram: [@meantimebrewing](https://www.instagram.com/meantimebrewing)

Twitter: [@MeantimeBrewing](https://twitter.com/MeantimeBrewing)

Meantime Story – 20 Years a Pioneer: <https://www.meantimebrewing.com/blog/2019/09/20-years-a-pioneer>

Meantime Story – new pack formats launching in January 2020 – more information on request

For media enquiries please contact:

Fleet Street Communications

T: 0203 985 6810

E: AsahiUK@fsc.uk.com

ASAHI EUROPE LIMITED

Asahi Europe Limited is a subsidiary of Asahi Group Holdings Ltd, a global beverage and food company listed on the Tokyo Stock Exchange, Japan. Employing some 2,000 people, the Woking headquartered business is the custodian for leading super premium beer, ale, craft lager and cider brands including; Peroni Nastro Azzurro, Grolsch, Asahi Super Dry, Meantime, Cornish Orchards and Fuller's London Pride. Asahi Europe Limited leads eight world-class brewing and production facilities with commercial operations in the Netherlands, Italy, United Kingdom, France, USA and Canada, as well as a global distribution network that serves Europe, Africa, Asia and Latin America. For further information, visit www.asahibeer.eu

About Asahi UK

Asahi UK is a subsidiary of Asahi Europe Ltd and is responsible for sales, marketing and customer operations across the UK and Ireland. Asahi UK aims to enrich consumer experiences through innovation, high-quality service and an exceptional portfolio of premium beer, ale and cider brands including, Peroni Nastro Azzurro, Asahi Super Dry, Meantime, Fuller's London Pride and Cornish Orchards. The Woking based business is focused on developing quality, super premium brands and delivering commercial value in the marketplace, through a strong belief in collaboration, customer excellence and people development. For further information, visit www.asahibeer.co.uk