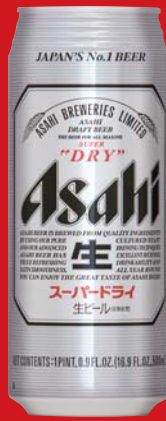


We will never
compromise
quality
for anything.

Asahi



Today, I am visiting the Asahi Beer USA office in Torrance . I am curious about how Asahi Beer became Japan 's #1 beer company so I will find out the secrets to Asahi beer's success.



Mr. Mitsui



Mr. Watanabe



Mr. Ravana

Mr. Watanabe

President

Please tell me what it means to be Japan's #1 beer brand.

W: As Japan's #1 beer brand, our Asahi Super Dry brand has the highest sales volume among all beer brands in Japan. There are over 50 different brands of beer in Japan, and for the past 11 years, Asahi Super Dry has been the highest selling beer brand overall. These sales have also led Asahi to become the number one company in overall beer sales in Japan since 2001.

What's the secret of your success in being #1?

W: At Asahi, we pride ourselves in responding to diverse consumer desires and tastes. With this in mind, Asahi was able to develop Asahi Super Dry which has a revolutionary taste that combines lightness and full bodied flavor. Each brand of Asahi Beer has a unique taste, but people seem to prefer Asahi Super Dry the most, probably because of its clear and crisp flavor without a bitter aftertaste.

You just introduced the brewed in Japan, 500 ml can. How is it doing?

W: Traditionally, canned beer has a more casual and relaxed feel - perfect for enjoying at home. The bottled version of beer, on the other hand, creates a nice presentation for dining out at restaurants. After we introduced the 500 ml can, we saw an interesting trend in that both the 500 ml and 1 L can started selling in high-end Japanese restaurants. That's because the canned version, which is brewed in Japan, gives an authentic taste from the Japanese brewing process that will always be unique. Many high-end Japanese restaurant chefs like to offer Japanese brewed beer to their patrons to compliment their authentic Japanese dishes.

Mr. Mitsui

Sales Manager

Tell me about Asahi's history in the American market.

M: In the 1980's Asahi beer started distributing mainly to local Japanese supermarkets. As our sales continued to increase, the company started local production from a brewery in Canada. In the 1990's Japanese food started getting popular and the number of Japanese restaurants in the US increased tremendously. In 1998, Asahi Beer U.S.A., Inc. was



established in order to introduce Asahi beer as the perfect complement to Japanese food. We now offer Asahi Super Dry throughout the United States. We also found a niche market in 2004 by introducing a new product, Asahi Brewmaster's Select for the US market. It is a premier, light tasting amber and is only available in the US.

Mr. Ravana

Marketing Manager

I haven't seen a "light" beer from Asahi. Is there a reason for this?

R: Asahi aims to satisfy its customers with the highest quality beer with great taste. Asahi has set a very strict brewing standard and we do not want to sacrifice our taste standard in order to offer a "light" beer.

What do consumers have to look forward to from Asahi beer?

R: We are planning on bringing Asahi's original draft beer over to America from Japan in the fall. Since it's brewed in Japan, this draft beer is going to be the first of its kind in America and will provide a premium quality unique to Japanese brewing processes. Having this beer on tap allows us to enter into a whole new market of availability for beer lovers in America.

So, besides drinking, what are your hobbies?

W: Well, on the weekends I usually try to exercise by jogging or golfing, and of course, drinking beer after exercise. If the weather isn't good, reading a book is always a nice alternative.

R: It might surprise you, but I'm not much of a drinker. I'm definitely a sports fanatic. I'll usually sit back and cheer on the Lakers or the Dodgers. If I have a free weekend, though, a trip to Vegas always gets me recharged for the next week.

M: My friends and I formed a baseball team in 1996 and have been playing baseball in a local Japanese league on Sunday. Unfortunately, we have not won a championship yet (always 2nd place). I also like to play basketball and practice bass guitar with my band friends.



Masami Iwase-Watanabe

President of MIW Marketing and Consulting Group. Has over 15 years experience in multicultural advertising and marketing. Prior experience includes being a Multicultural Marketing Communication Manager at AT&T and National Beverage and Food Director at Kozmo.com.

