

21st August 2020

Dear Customer,

As a valued customer of Asahi I wanted to first of all thank you for your continued support and collaboration throughout this unprecedented time. We are continuing to respond and adapt to evolving market conditions, including high levels of volume volatility and shifting demand in the current trading environment.

We have recorded exceptional demand for our premium brands throughout this period, which has exceeded even our own expectations, and I would like to take the opportunity to thank you for the belief you've shown in our products. The provenance of our international beers - such as Peroni, all brewed at source in Italy – does present some particular challenges right now, e.g. with regards to reaction time and levels of forecast accuracy required, however we are proud of the quality this ultimately brings to the UK beer market.

As we have done since the beginning of the covid-19 crisis, we will continue to work with you as closely as possible to understand your needs as they unfold, and to act decisively to provide you with tailored support. As we speak, we are increasing production at both our UK and European breweries, in order to generate the volume needed to meet current demand, and ensure loyal consumers of our brands receive the product experience they are looking for.

We fully appreciate the myriad of challenges you will no doubt be facing across your business at the present time, so we will always endeavour to make your service from Asahi as smooth as possible, and to swiftly address any issues that may arise. If you have any questions, please do not hesitate to contact us via your regular Asahi account handler. As ever, we are here to help in any way we can.

Yours faithfully



Steve Young
Sales Director
Asahi UK Ltd