



## **ASAHI SUPER DRY ARRIVES IN MANCHESTER TO CELEBRATE THE LAUNCH OF A GLOBAL PARTNERSHIP WITH CITY FOOTBALL GROUP**

- Japan's number one beer, Asahi Super Dry, is a new Global Partner of City Football Group - including reigning Premier League Champions, Manchester City
- The deal sees Asahi Super Dry become the new Official Beer Partner of four City Football Group clubs - Manchester City, Melbourne City, Yokohama F. Marinos and Sichuan Jiuniu, all of which will serve Asahi Super Dry from the beginning of their respective seasons.
- High profile brand presence across perimeter LED boards, on social and within the stadiums will celebrate the coming together of Asahi Super Dry and City Football Group.
- Ahead of the first Manchester City home match of the season, City legends Shaun Goater and Shaun Wright-Phillips "skipped" 'The Pride of Manchester City' with a special shipment of Asahi Super Dry beer down the Manchester Ship Canal
- The Japanese boat to deliver the first shipment of Asahi Super Dry to The Etihad Stadium ahead of the first home game of the new season on August 13
- As the two progressive brands come together, Asahi Super Dry, in partnership with City Football Group, will go beyond the traditional boundaries to elevate the fan experience
- Asahi Super Dry has already made a significant investment in premiumising the fan experience including, installing cutting-edge equipment and upgrading the bar facilities at The Etihad Stadium and stadia around the world

**5 August 2022**– Asahi Super Dry sailed into Manchester today as Manchester City legends Shaun Wright-Phillips and Shaun Goater delivered Japan's number one beer to the home of the English Champions after becoming a Global Partner of City Football Group.

Referencing the symbolic ship featured on the Manchester City crest, 'The Pride of Manchester City' sailed down the iconic Manchester Ship Canal with a special shipment of Asahi Super Dry on board. The ship, skippered by City legends, Shaun Wright-Phillips and Shaun Goater, was created for the launch of a global partnership that will bring Manchester City fans a taste of modern Japan.



The multi-year deal will put City fans at the heart of the partnership through a series of giveaways and competitions, starting on Saturday 13<sup>th</sup> August at Manchester City's opening home game of the 2022/23 season against AFC Bournemouth.

**Manchester City legend Shaun Wright-Phillips said:** *"Man City fans have supported this amazing football club, from 3rd tier to Premier League champions playing some of the best football in the world. They deserve the best beer to enjoy on matchday and Asahi Super Dry offers them that. Sailing it up the historic Manchester Ship canal was a real buzz and I hope City fans enjoy a drink responsibly as we embark on another exciting season – Kanpai [cheers] to the fans!"*

As part of bringing a unique Japanese super dry taste to City Football Group, Manchester City fans will benefit from being served Asahi Super Dry beer through the cutting-edge technology installed around the concourses. While the world's leading hospitality facility at The Etihad Stadium will now also be known as the 'Asahi Super Dry Tunnel Club'.

Other clubs within City Football Group, including A-League Champions Melbourne City as well as Japan's Yokohama F. Marinos, will now serve Asahi Super Dry from the beginning of their respective seasons and China's Sichuan Jiuniu from 2023.

**Richard Ingram, Global Brands Director at Asahi Europe & International said:** "This is a global partnership like no other – together Asahi Super Dry and City Football Group will place the fans right at the heart of this partnership. We've invested significantly into the infrastructure at The Etihad Stadium and stadia around the world to elevate the fan experience, immersing them into modern Japan. Delivering a premium football experience is the key to this partnership – we plan to go beyond the expected at every game. Partnering with one of the most progressive football groups worldwide, we are perfectly matched in vision and values, making this an extremely exciting partnership for both brands."

**Esteve Calzada, Chief Commercial Officer at City Football Group, said:** "We're delighted to be able to announce today's partnership with Asahi Super Dry. Continuous innovation and improving fan experience are important values that we hold across our clubs at City Football Group and its fantastic that Asahi Super Dry share these principles and are joining us on our journey. Our organisations naturally align across a number of key markets and Asahi Super Dry's knowledge and expertise will



allow us to further increase our presence in these regions, working with four of our CFG clubs. We look forward to working together in the future as the partnership progresses.”

**-ENDS-**

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#### **- Notes to Editors –**

##### **About Asahi Super Dry**

Asahi Super Dry was first created in 1987, redefining the beer category and introducing to the world a new taste in beer.

Today, Asahi Super Dry is Japan’s No.1 beer and we are proud that our innovative brand has become a global icon of progressive Japan.

Asahi Super Dry is brewed with precision to the highest quality standards, under the supervision of Japanese master brewers. Our advanced brewing techniques deliver a dry, crisp taste and quick, clean finish.

We’re constantly innovating at our brewery to improve production technology and quality management. This commitment to progressive brewing will help us share Asahi Super Dry with the whole world.

‘Kanpai’ is the Japanese toast equivalent to "Cheers!" or more literally "Empty Cup!"

##### **About Manchester City Football Club:**

Manchester City FC is an English Premier League club initially founded in 1880 as St Mark’s West Gorton. It officially became Manchester City FC in 1894 and has since then gone onto win the European Cup Winners’ Cup, eight League Championship titles, including six Premier League titles (2012, 2014, 2018, 2019, 2021, 2022), and six FA Cups. Manchester City FC is one of 12 clubs comprising the City Football Group and counts New York City FC and Melbourne City FC among its sister clubs.

Under manager Pep Guardiola, one of the most highly-decorated managers in world football, the Club plays its domestic and UEFA Champions League home fixtures at the Etihad Stadium, a spectacular 55,000 seat arena that City have called home since 2003. Today, the Stadium sits on the wider Etihad Campus, which also encompasses the City Football Academy, a state-of-the-art performance training and youth development facility located in the heart of East Manchester. Featuring a 7,000 capacity Academy Stadium, the City Football Academy is also where Manchester City Women’s Football Club and the Elite Development Squad train on a daily basis and play their competitive home games.

For more information, please visit [www.mancity.com](http://www.mancity.com)



### **About City Football Group:**

Established in May 2013, City Football Group is the world's leading private owner and operator of football clubs, with total or partial ownership of twelve clubs in major cities across the world: Premier League Champions Manchester City in the UK, New York City FC in the US, Melbourne FC in Australia, Yokohama F. Marinos in Japan, Montevideo City Torque in Uruguay, Girona Futbol Club in Spain, Sichuan Jiuniu FC in China, Mumbai City FC in India, Lommel SK in Belgium, ESTAC in France, Palermo FC in Italy and partner Club, Club Bolivar. With 13 offices around the world, CFG also invests in other football related businesses and projects and serves as a global commercial platform for its partners, whilst fulfilling its vision of using football for social good on a local and global scale through its clubs' charities, foundations and other CSR initiatives.

Abu Dhabi United Group, the investment vehicle owned by His Highness Sheikh Mansour bin Zayed Al Nahyan, is the majority CFG shareholder (c.77%). In addition, c.12% of CFG equity is held by a consortium of Chinese institutional investors led by China's leading media and entertainment conglomerate CMC Inc. A further c.10% is owned by Silver Lake, a global leader in technology investing.

### **About Asahi Europe & International**

Asahi Europe & International is the international branch of Asahi Group Holdings, a global beverage and food company listed on the Tokyo Stock Exchange, Japan. It is the outcome of years of acquisitions, which allowed Asahi Group Holdings, a traditional Japanese producer of beer, whiskey and wide range of food products, to establish and strengthen its business in Europe and around the globe.

Building on centuries of European brewing heritage, the business runs 19 production facilities in 8 countries across Europe, and is the custodian of some of the best beer brands in the world, including Asahi Super Dry, Pilsner Urquell, Peroni Nastro Azzurro, Grolsch and Kozel. Within the Asahi Group, the remit of Asahi Europe and International is also to develop and manage all export markets globally, outside of Japan and Oceania. Covering 90 markets and with over 10,000 passionate colleagues on board, through our shared purpose of Creating Meaningful Connections the business is well positioned to inspire people around the world to drink better.