

FOR IMMEDIATE RELEASE

Press Statement
1 November 2023
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Exclusive distribution rights of Sapporo Premium Beer and Yebisu Beer in Hong Kong and Macau

Hong Kong, 1 November 2023 – Carlsberg Brewery Hong Kong Ltd. (“Carlsberg”) announces that it has signed a Memorandum of Understanding (“MoU”) with Sapporo Breweries Ltd. (“Sapporo Brew-eries”), a renowned Japanese beer brewing company, for the distribution and sales of Sapporo Pre-mium Beer and Yebisu Beer in Hong Kong and Macau from 2024 onwards. This is part of a regional collaboration in 3 markets (Hong Kong, Malaysia, and Singapore) in Asia between the companies. In addition to the exclusive distributorship agreement for Sapporo Premium Beer in Hong Kong and Macau markets, Carlsberg Brewery Malaysia Berhad has signed a MoU to be the exclusive manu-facturer of Sapporo Premium Beer in Malaysia, with effect from 2024. “We believe that the alliance with Sapporo Breweries is in line with our SAIL’27 strategy to step up premiumization through adding a premium Japanese beer offering to our consumers in the 3 markets,” said Arindam Varanasi, Vice President, Commercial, Carlsberg Asia.

“We are delighted to join forces with Sapporo Breweries in expanding our product portfolio in the market. Carlsberg shares a mutual vision with Sapporo Breweries in bringing the best quality beer to our customers and consumers. This alliance provides us a tremendous opportunity in utilizing our long-established distribution network and channels across all consumer touchpoints, in building and developing the brands’ success in Hong Kong and Macau,” said Victor Cheong, Managing Director of Carlsberg Hong Kong and Macau.

“We recognize Sapporo Premium Beer and Yebisu Beer are one of the oldest beer brands in Japan and appreciate its timeless excellence so we believe that this collaboration is a great fit and alignment with Carlsberg’s premiumization strategy, as we continue to deliver the widest portfolio of brands across beer types and price segments, with the best drinking experience to our consumers in Hong Kong and Macau.” Cheong added.

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About Carlsberg Brewery Hong Kong Limited

Carlsberg, established in 1847 by brewer J.C. Jacobsen, has become a leading brewery group in the world today with an extensive portfolio of beer and beverage brands across 150 markets and 40,000 staff. The beer portfolio of Carlsberg Brewery Hong Kong Ltd includes Carlsberg, 1664, Somersby and SKOL.

With 175 years of long tradition in pioneering, curiosity and quenchless thirst for progress, Carlsberg will continue in remaining committed to brewing for a better today and tomorrow.