

Seven-Eleven Japan and Asahi Beer Launch Jointly Developed Premium Draft Beer: Kodawari no Kiwami --A premium draft beer achieved by using only the best ingredients, brewing methods, and transportation systems--

Through team merchandising efforts, Seven-Eleven Japan Co., Ltd., and Asahi Breweries, Ltd., have jointly developed a premium draft beer: Kodawari no Kiwami. The companies have made a point of selecting only the best ingredients, brewing methods, and transportation systems for the new beer, which is packaged in a 350 milliliter can and sold at a price of 250 yen. On June 30, 2004, Seven-Eleven Japan will start selling the new beer at 3,900 stores in the Kanto and Yamanashi areas that are licensed to carry liquor. Seven-Eleven will gradually expand marketing of the new product, with a view to eventual nationwide sales.

The new draft beer has a distinctively rich, smooth flavor and a light, fresh fragrance. These characteristics were achieved by leveraging point-of-sales data from Seven-Eleven Japan's nationwide network of stores, which are visited by 10 million customers a day, and the expertise accumulated by Seven-Eleven Japan and Asahi Breweries over many years of original product development.

The beer's rich flavor comes from European scarlett malt, which is the beer's main malt ingredient. Further, Asahi Breweries has achieved a balance of fragrance and bitterness by using hersbrucker, an aromatic hop variety from Germany. Also, the beer's smooth overall taste is derived from high-quality, low-fat-content Japanese rice that is used as an additional ingredient.

Normally, yeast is only added to the wort once. However, Asahi Breweries employs a brewing technique for the beer, which takes full advantage yeast activity in the fermentation process by reintroducing the yeast to the wort at the yeast's most active phase. This fermentation process enhances the beer's fresh fragrance.

To achieve a distinctive, superior flavor when using that brewing method, the brewing master must carefully manage the timing of the fermentation process in person.

Further, Seven-Eleven Japan's chilled distribution network system ensures that when Kodawari no Kiwami reaches customers, they can enjoy a beer that has lost none of its hard-won, subtle balance of rich flavor and fresh fragrance.

Seven-Eleven Japan began sales of premium beers in July 2002. These products have earned resounding customer endorsement. Seven-Eleven Japan has sold more than 10 million premium beer products to date. Meanwhile, this latest product launch marks the first time that Asahi Breweries has jointly developed a new beer product with a single convenience store chain. Daily purchases of canned alcoholic beverages are higher than those for alcoholic beverages in other

types of containers. With that in mind, we have sought to further expand premium beer sales by developing Kodawari no Kiwami as a can beer--the first time we have offered a premium beer in a can.

Seven-Eleven Japan and Asahi Breweries are confident that Kodawari no Kiwami will offer new value to customers by allowing them to experience the various attractions of a real premium beer.