

Asahi Beverages brews up fresh coffee acquisition in Australia

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Premium fresh coffee business Allpress Espresso has recently partnered with Australia's leading drinks company Asahi Beverages to get its world-class coffee to more coffee lovers.

The purchase of Allpress by Asahi Beverages marks Asahi's entry into Australia's \$1 billion fresh coffee market as it expands its portfolio to meet more consumers' needs and strengthen its offering to cafes, restaurants, licensed venues and grocery stores.

Coffee pioneer Michael Allpress founded the company in 1989 when he started selling coffee from a single cart in an Auckland park after being inspired by Seattle's specialty coffee revival in the 1980s. It has since grown to include operations in the UK, Japan and Singapore. It sells more than 1,500 tonnes of coffee beans annually worldwide – around 120 million cups – to boutique cafes and restaurants and this will grow under Asahi Beverages' ownership.

Allpress' major focus is selling fresh roasted coffee beans to cafes and restaurants. The business recently launched a speciality iced coffee drink and a cold coffee concentrate, and also sells direct to consumers via online and through more than a dozen Allpress cafes, including in Melbourne and Sydney.