

Asahi to begin brewing beer in US through acquisition of Octopi Brewing

08 January 2024 | News

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Asahi Europe & International (AEI), the international branch of Asahi Group Holdings, announced the acquisition of Octopi Brewing, a leading contract beverage production and co-packing facility located in Waunakee, Wis. The investment represents a significant step forward in accelerating Asahi's growth journey along with its global ambitions for Asahi Super Dry, Japan's most popular beer, which will now be brewed in the U.S. for the first time.

The addition of a North American production facility will allow Asahi to grow sales in the U.S. and Canada, as well as offer significant sustainability benefits, including reducing emissions and supporting Asahi's ambition to become carbon neutral across its wider supply chain by 2050.

"Local production in North America has been an ambition of ours for some time because of the benefits it will bring," said Paolo Lanzarotti, CEO, Asahi Europe & International. "With complementary strengths and a shared growth mindset, Asahi and Octopi maintain a commitment to creating meaningful connections with our partners, the communities in which we operate and the planet."

Octopi Brewing's modern production facility was built from the ground up in 2014 to make a wide range of beverages, including beer and ready-to-drink products, using state-of-the-art packaging lines that can accommodate multiple styles and sizes of bottles and cans for maximum flexibility.

Victoria Segebarth, Managing Director, EMEA & Americas at Asahi Europe & International said, "By making this investment we are taking a major step forward in accelerating the growth journey of our global brands, expanding awareness, reach and access across North America through existing and new on and off trade partners"