

Asahi Beverages partners with South Australian distillery Never Never

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Asahi Beverages has acquired super-premium distillery Never Never, one of Australia's most highly-awarded gin brands, which has grown rapidly since its inception.

Never Never launched in 2016 when three mates - George Georgiadis, Tim Boast and Sean Baxter - turned their passion into a business and started distilling gin out of an Adelaide shed. The brand has since picked up several awards - including World's Best at the World Gin Awards and three consecutive wins as Champion Australian Distiller at the Australian Distilled Spirits Awards.

Never Never's home is on top of Chalk Hill in the spectacular region of McLaren Vale, South Australia, where it produces its gins such as Triple Juniper and Oyster Shell. Bartenders and gin lovers alike have embraced Never Never's flavour concentration, innovation and obsession with quality - which distinguish it from other brands in Australia's \$3.8 billion premium spirits segment.

Amanda Sellers, Asahi Beverages Group CEO said: "We are acquiring Never Never because we recognise Never Never's incredible brand and success. Combining Asahi's reach with Never Never's amazing portfolio, extensive spirits knowledge and capability will enhance the value proposition for our customers."

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