

Asahi Super Dry Introduces Foam-Topped Nama Jokki Can in Chinese Mainland

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The Nama Jokki Can delivers a draft-style experience that closely mirrors freshly poured beer at a bar



Japan's number-one-selling beer brand Asahi Super Dry is introducing its breakthrough Nama Jokki Can in the Chinese Mainland, with beloved celebrity Henry Lau fronting the launch as ambassador and inviting consumers to enjoy a thrilling, foam-topped draft beer in a can. Already a hit in Japan and other key Asian markets, the launch marks a bold new chapter in Asahi's premiumization journey in the Chinese Mainland.

The Nama Jokki Can delivers a draft-style experience that closely mirrors freshly poured beer at a bar, all in a convenient can, and transforms the simple act of opening it into a more ceremonial sensory moment. With its innovative full-open lid and special interior coating, fine foam forms naturally upon opening, recreating the rich, layered sensation and fresh taste of beer served at a bar or restaurant. Designed for contemporary drinking occasions, from social gatherings and casual nights with friends to music-filled moments and everyday premium experiences, it offers a distinctive way to enjoy Asahi Super Dry.

Asahi Super Dry has appointed Henry Lau as the launch ambassador for the Asahi Super Dry Nama Jokki Can in the Chinese Mainland and as the face of the broader Asahi Super Dry line-up, including Asahi Dry Crystal and Asahi Dry Crystal 3.5. Henry has built a multifaceted international career as a singer, actor, and music producer, combining a global outlook with distinctive creative strength, earning wide recognition worldwide.

Lau's artistic identity closely reflects Asahi Super Dry's core values of craftsmanship, modernity, innovation, and energy. His involvement connects Nama Jokki Can's distinctive draft-style experience with contemporary cultural relevance for Chinese beer lovers.