



## **ASAHI SUPER DRY ARRIVES IN MANCHESTER TO CELEBRATE THE LAUNCH OF A GLOBAL PARTNERSHIP WITH CITY FOOTBALL GROUP**

Asahi Super Dry sailed into Manchester yesterday as Manchester City legends Shaun Wright-Phillips and Shaun Goater delivered Japan's number one beer to the home of the English Champions after becoming a Global Partner of City Football Group.

Referencing the symbolic ship featured on the Manchester City crest, 'The Pride of Manchester City' sailed down the iconic Manchester Ship Canal with a special shipment of Asahi Super Dry on board. The ship, skippered by City legends, Shaun Wright-Phillips and Shaun Goater, was created for the launch of a global partnership that will bring Manchester City fans a taste of modern Japan.

The multi-year deal will put City fans at the heart of the partnership through a series of giveaways and competitions, starting on Saturday 13<sup>th</sup> August at Manchester City's opening home game of the 2022/23 season against AFC Bournemouth.

**Manchester City legend Shaun Wright-Phillips said:** *"Man City fans have supported this amazing football club, from 3rd tier to Premier League champions playing some of the best football in the world. They deserve the best beer to enjoy on matchday and Asahi Super Dry offers them that. Sailing it up the historic Manchester Ship canal was a real buzz and I hope City fans enjoy a drink responsibly as we embark on another exciting season – Kanpai [cheers] to the fans!"*

As part of bringing a unique Japanese super dry taste to City Football Group, Manchester City fans will benefit from being served Asahi Super Dry beer through the cutting-edge technology installed around the concourses. While the world's leading hospitality facility at The Etihad Stadium will now also be known as the 'Asahi Super Dry Tunnel Club'.

Other clubs within City Football Group, including A-League Champions Melbourne City as well as Japan's Yokohama F. Marinos, will now serve Asahi Super Dry from the beginning of their respective seasons and China's Sichuan Jiuniu from 2023.

**Richard Ingram, Global Brands Director at Asahi Europe & International said:** "This is a global partnership like no other – together Asahi Super Dry and City Football Group will place the fans right at the heart of this partnership. We've invested significantly into the infrastructure at Etihad Stadium



and stadia around the world to elevate the fan experience, immersing them into modern Japan. Delivering a premium football experience is the key to this partnership – we plan to go beyond the expected at every game. Partnering with one of the most progressive football groups worldwide, we are perfectly matched in vision and values, making this an extremely exciting partnership for both brands.”

**Esteve Calzada, Chief Commercial Officer at City Football Group, said:** “We’re delighted to be able to announce today’s partnership with Asahi Super Dry. Continuous innovation and improving fan experience are important values that we hold across our clubs at City Football Group and its fantastic that Asahi Super Dry share these principles and are joining us on our journey. Our organisations naturally align across a number of key markets and Asahi Super Dry’s knowledge and expertise will allow us to further increase our presence in these regions, working with four of our CFG clubs. We look forward to working together in the future as the partnership progresses.”