



ASAHI BEVERAGES

Asahi Beverages Pty Ltd  
ABN 51 004 243 994

Also Trading as:  
Asahi Lifestyle Beverages  
58 Queensbridge Street  
Southbank Vic 3006

PO Box 316  
South Melbourne, Victoria, 3205  
Telephone +61 3 8866 3888

## Asahi Beverages' Draught Portfolio Price List Effective 12 January 2026

Dear Valued Customer,

Please find attached **Asahi Beverages' draught portfolio wholesale price list** effective from 12 January 2026.

The list is for our total draught portfolio of brands across all categories. Further information about our products can be found on our [online.cub.com.au](http://online.cub.com.au) portal.

This is our first wholesale price increase for draught beer since February 2025. We made the decision not to increase draught beer prices in August 2025, following the Australian Government's decision to freeze excise on draught beer from August 2025 to August 2027. This price increase in January 2026 reflects increases in our business costs over the past year, e.g. labour, materials, transport etc. It will be our only draught beer price increase in 2026.

For draught RTD and Cider we have simplified matters for customers by also applying our price increase for these portfolios from 12 January.

We always work hard to manage our costs and value our partnership with you. Asahi Beverages looks forward to continuing to work with you to provide exceptional customer service and our leading multi-beverage portfolio.

If you have any queries regarding the new price list, please contact your Business Development Executive or Account Manager.

Alternatively, please get in touch via Asahi Beverage's Customer Success Centre by calling 13 23 37

Yours sincerely,

**Nigel Parsons,**  
Chief Commercial Officer  
Asahi Beverages

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Members of the Asahi Beverages Group

**Asahi Holdings (Australia) Pty Ltd**  
ABN 48 135 315 767

**Asahi Lifestyle Beverages**  
ABN 51 004 243 994

**Asahi Beverages (NZ) Ltd**  
NZBN 9429039576514

**CUB Pty Ltd**  
ABN 76 004 056 106