

Asahi Lifestyle Beverages

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20th November, 2019

Dear Valued Customer,

Re: Asahi Lifestyle Beverages Wholesale Price Increase – Effective 4th February 2019

As you would be aware, the Australian Market has been subject to continued pressure on the cost of manufacturing. Whilst we continue to implement cost down measures to manage our cost base, the volatility in key commodities and compounding utility increases over the past year has led to a net increase in manufacturing and distribution costs within the Asahi Lifestyle Beverages business.

As a result, we will be applying a list price increase effective 4th February, 2019. All orders taken on or after this date will be invoiced at the new list price.

Your Asahi Lifestyle Beverages Account team will contact you to discuss in detail the management of this increase.

Thank you for your ongoing support and we look forward to continuing our strong relationship in the future.

If you have any further queries on this or any other matter, please do not hesitate to contact your Asahi Lifestyle Beverages Account Manager.

Yours sincerely,

Stuart Roberts
Chief Commercial Officer
Asahi Lifestyle Beverages

Members of the Asahi Beverages Group:

Asahi Beverages Pty Ltd
ABN 51 004 243 994

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

Asahi Premium Beverages Pty Ltd
ABN 49 077 568 480



Asahi
LIFESTYLE BEVERAGES