

New Belgium Brewing to Assume U.S. Production of Premium Japanese Import Beers, Kirin Ichiban and Kirin Light

All U.S. production of Kirin Ichiban and Kirin Light will be moved to New Belgium Brewing facilities. Currently produced by Anheuser-Busch, Kirin Ichiban and Kirin Light production will transition to New Belgium's Fort Collins and Asheville brewing facilities at the end of 2024, timed with the conclusion of Kirin's contract brewing agreement with Anheuser-Busch. This decision comes as a result of Kirin's intent to move U.S. beer production to their subsidiary's facilities following their recent partnership with New Belgium Brewing.

New Belgium production, marketing, and sales of Kirin Ichiban and Kirin Light is expected to begin in January 2025. Until then, Anheuser-Busch will continue to brew and distribute the brands as usual. All parties are working together towards a seamless transition and will continue to communicate announcements promptly.

"I want to thank Kirin for entrusting New Belgium as stewards of Kirin Ichiban and Kirin Light across the United States," said New Belgium CEO Shaun Belongie. "We're excited to grow our production portfolio and we're confident in our capacity to expand upon the success of these powerful brands."

New Belgium Brewing is a subsidiary of Australian-based beverage group, Lion, a subsidiary of Kirin Holdings.

"We appreciate Anheuser-Busch's many years of strong business partnership supporting Kirin Ichiban and Kirin Light in the U.S. Moving these brands to New Belgium is a logical decision as we consider the strategic direction of our business in the U.S for years to come" said Masakazu Ashida, General Manager of Overseas Business Department, Kirin Brewery Company. "We are grateful for all parties' collaboration and commitment to ensuring continued success of our brands during this time" of transition".