

Tuesday 2nd June 2020

Dear Customer,

We are very pleased to say that we have now reached a **cross-industry solution, coordinated by our key trade body the British Beer & Pub Association (BBPA), to begin the destruction of spoilt beer currently situated in outlets throughout the UK** – and in doing so facilitate preparations for the gradual reopening of the on-trade.

This has been a highly complex process, requiring extensive discussion and collaboration with our industry colleagues, as well as various authorities, to ensure this can be done in a way that is safe, environmentally viable and compliant in protecting the reclaim of excise duty from unused stock.

From today, licensed venues will be able to access a new free-to-use tool launched by the BBPA, by visiting www.ReturnYourBeer.co.uk via mobile, tablet or computer. There, the business will be able to create a profile for their outlet, and the platform will guide them through the process of registering permissions and correctly recording the destruction of beer in outlet.

If the venue in question is part of a wider group or pub company, then they will need to consult with the relevant head office within the group before participating in the BBPA scheme, as the group may have its own arrangements for the process of the destruction of beer.

As we communicated in the early days of the ongoing Covid-19 UK lockdown, **we remain committed to crediting any full, unbroached keg and cask beer containers of our products, and we will also commit to passing on the duty-only element for any part-full keg & cask beer containers** of our products - submitted through the BBPA approved tool www.ReturnYourBeer.co.uk. This new system via the BBPA will provide a way for reclaims to be processed, whereby any credit and duty refunds will come from the route-to-market entity that initially sold the product. We will process all claims that we receive up to the end of August 2020.

We very much appreciate your patience to date, as we worked to reach this solution. If you have any questions on this matter, please do not hesitate to contact us. If you require any further guidance you can also visit <https://beerandpub.com/> where there is a range of advice available.

If you are unable to reach your regular account handler at Asahi, then feel free to respond directly to the email accompanying this letter and we will endeavour to help in any way we can.

As a valued customer of Asahi we wanted to first of all thank you for your continued support and collaboration throughout this unprecedented time.

Yours faithfully



Steve Young
Sales Director
Asahi UK Ltd