

# Our Vision

The Asahi Breweries Group has formulated a new Long-Term Vision 2015, under which we strive to transform the bounty of nature into the “Kando” of food while becoming a trusted company with global quality.

This vision embodies our goals for the Asahi Breweries Group in 2015: to pursue customer satisfaction by leveraging our strong manufacturing capabilities that utilize natural ingredients, and to strive to upgrade the quality of all products and activities to a world-class level and earn the trust of customers by localizing in each region.

Every day our 17,316 Group officers and employees around the world are working together to raise the quality of our operations in order to make this vision a reality.



We aim to create new value that satisfies customers by maximizing group-wide synergies driven by the strengths of each Group company, and by discovering new insights and developing fundamental technologies useful to the Group's R&D activities.



**Kouichi Sashihara**

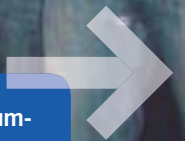
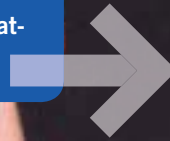
Asahi Breweries, Ltd.  
Corporate Research & Development Headquarters  
Research Laboratories for Fundamental Technology of Food  
Department of Nutrient-physiological Research



**Ayako Yano**

Wakodo Co., Ltd.  
Department of Baby Foods & Goods  
Research and Development Center

By harnessing expertise developed over more than a century and its impeccable quality grounded on food safety and reliability, Wakodo aims to offer high-value-added product propositions to customers in order to deliver customer satisfaction surpassing expectations.



Customer needs are diversifying, for example, with consumers becoming increasingly health-conscious. By constantly focusing on customer-oriented production, we propose products to satisfy as many customers as possible.



**Makiko Akita**

Asahi Soft Drinks Co., Ltd.  
Marketing Headquarters, Products  
Strategy Department

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**Satoshi Ichikawa**

Asahi Breweries, Ltd.  
Kanagawa Brewery, Brewing Section

The top priority of day-to-day production operations is to produce beer of the highest quality in a timely manner and only in the amounts needed. By continuously raising the bar of our performance in this regard, we aspire to earn the trust of customers and society at large.



Looking ahead, we must accelerate efforts to strengthen the overseas operations base in order to achieve further Group-wide growth. We will do our utmost to enhance our presence mainly in Asia and Oceania. In the process, we seek to establish ourselves as a driving force behind the Group's growth strategy.



**Hiroshi Shimizu**

Asahi Breweries, Ltd.  
International Headquarters, International Business Department



**Ellie Vince**

Schweppes Australia Pty Ltd.  
Marketing Department, Lifestyle Beverages Team

By taking full advantage of our diverse product portfolio, we will conduct sales activities that truly captivate our customers. Through these activities, we will steadily enhance our presence in Australia, to help enhance the value of the entire Asahi Breweries Group.



The guiding principle of our day-to-day activities is to ensure that customers are able to enjoy great-tasting Group beverages anytime, anywhere. By raising customer satisfaction through our activities, we aim to develop as many loyal Asahi Breweries Group customers as possible.



**Junpei Yamada**

Asahi Breweries, Ltd.  
Sales Headquarters for On-Premise Retailers, Sales Section for Food Service Chains