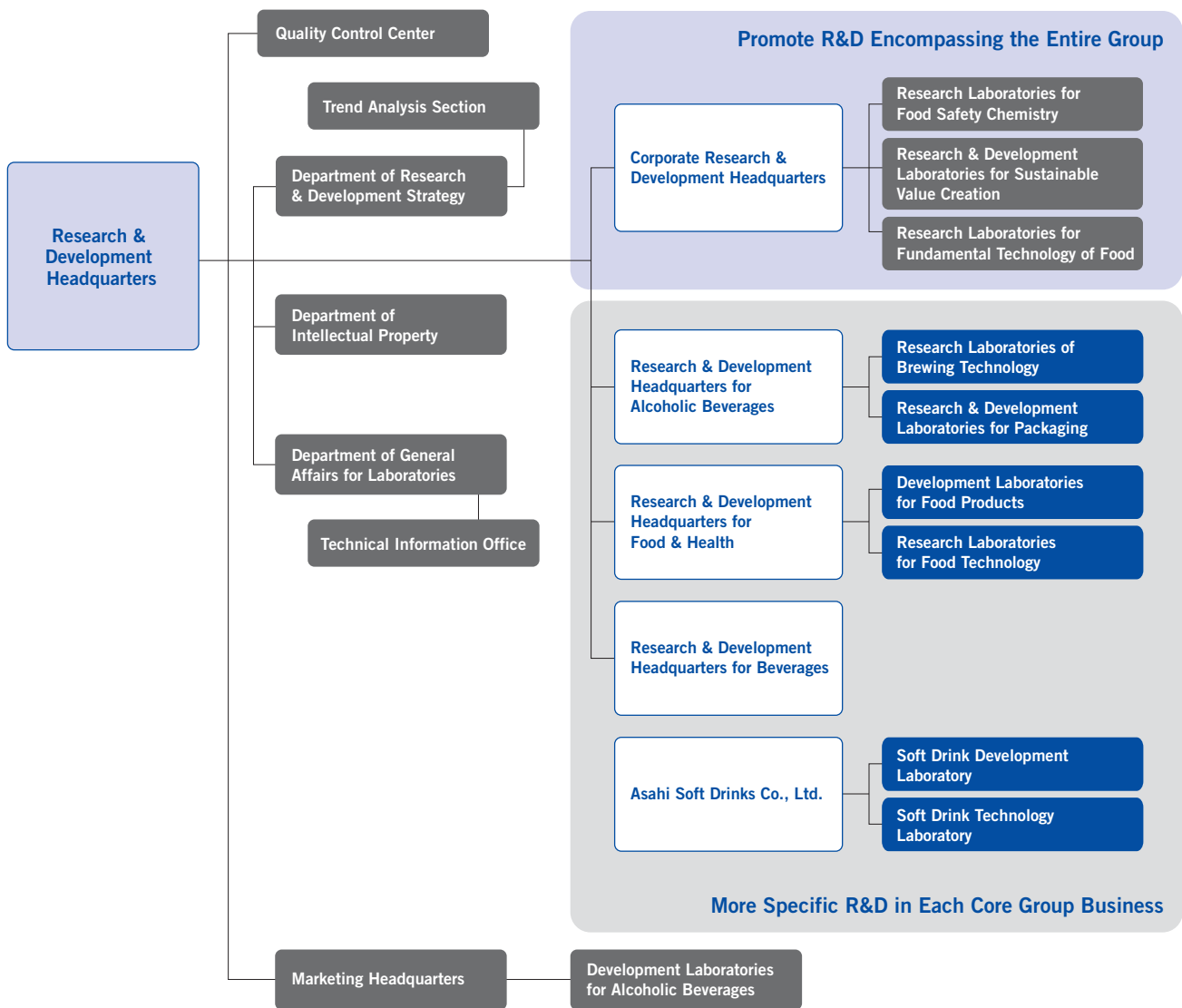


Research and Development

Research and development at the Asahi Breweries Group is guided by the Group's Long-Term Vision 2015 of striving to transform the bounty of nature into the "Kando" of food while becoming a trusted company with global quality.

Our R&D organization includes headquarters specific to each of the Group's businesses—alcoholic beverages, food and soft drinks—that develop applicable products and technologies. The Corporate Research & Development Headquarters, meanwhile, promotes technological developments and R&D leading to the creation of new businesses across the entire Group.

In conducting R&D activities, we actively promote joint research opportunities with universities and other public institutions in and outside of Japan, as well as with other corporations. This cooperative approach enables the Group to consistently pursue state-of-the-art R&D activities, particularly through the adoption of cutting-edge technologies. We are also striving for greater selectivity and focus in R&D, both to clarify accountability in the selection of research themes and to move forward with important themes faster.



Alcoholic Beverages

Asahi The Master, launched in May 2009, became the first domestic Japanese beer to win the Gold Medal award in the pilsner category at the 2009 World Beer Championships (WBC), an international beer-rating event held in the United States. The event featured 370 beer brands submitted by manufacturers, importers and retailers from 26 countries, with the most beers (33 brands) appearing in the pilsner category.

Production of *Asahi The Master* is supervised by Group employees who have earned the title “Master” from the Technical University Munich-Weihenstephan in Munich, Germany. The finished product is the result of a meticulous brewing process that uses only the finest barley and hops.



Asahi The Master

Soft Drinks

For *Mitsuya Cider*, a brand that celebrated 126 years in business in 2009, we took optimal advantage of our “zero calorie, zero sugar, and zero preservatives” product development technology, honed through many years of experience. The result was *Mitsuya Cider All Zero*, a new clear carbonated beverage that is lightly sweet and refreshing. The product has been well received by consumers since its release in May 2009.



Mitsuya Cider All Zero

Food

In February 2009, we established a joint venture with Mitsui & Co., Ltd. for the manufacture and sale of yeast extract as a natural seasoning. The new company will sell high valued-added yeast extracts developed primarily from our proprietary yeast fermentation and extract manufacturing technologies. The extracts are derived from four yeast strains first discovered by the Asahi Breweries Group that contain high concentrations of glutamic acid and other constituents. As greater health consciousness and the trend toward natural foods gain momentum worldwide, we hope to use the sale of our yeast extract as an opportunity to expand the Group’s full range of natural seasonings.



Cooking is one application for yeast extract

New Businesses

Asahi Breweries’ Research Laboratories for Fundamental Technology of Food was first in the world to develop technology for the low-cost production of cellulase, an enzyme used to break-down cellulose into sugar. Cellulase exists widely in nature, in products such as rice straw, wheat straw and other typically unused plant resources.

Global demand for cellulase is increasing, particularly in food processing and in the field of energy, where it is vital in the production of bioethanol. However, production technologies for conventional cellulase have been costly, presenting a significant barrier to widespread adoption.

Research and development is now in progress for the use of cellulase in a broad array of applications, particularly in the food processing and energy fields.



The cellulase production process (old paper gradually breaking down over time)