



Zima and Blue Moon return to Japan

Molson Coors Beverage Company are thrilled to announce that Zima and Blue Moon will be back in the market in Japan. After a short absence, a new, exclusive partnership with Hakutsuru Sake Brewing Co, Ltd means the distribution of Zima and Blue Moon will be possible once again.

The agreement has just signed and will be the start of a long term agreement with both sides excited to return the RTD brand of Zima and launch the craft beer brand of Blue Moon in Japan.

We are honoured to become the exclusive partner for “ZIMA” which has been loved by Japanese consumer for a long time and “BLUE MOON” which is the No.1 US Craft Beer. Due to the many changes happened to our lifestyle during recent years in Japan, values and joy of consumption behaviours of liquor have changed dramatically especially among young consumers.

Adding ZIMA and BLUE MOON to our portfolio, Hakutsuru now have a wider offer to consumers. This will help us to offer new values to consumer which will meet diversified needs and enrich both lifestyle and food cultures.” Said Kenji Kano, President/CEO, Hakutsuru Sake Brewing Co, Ltd,

“Molson Coors is extremely excited about re-introducing one of Japan’s most successful and popular brands in Zima, alongside our Blue Moon beer brand. Our new partner in Hakutsuru Sake Brewing Co, Ltd have already proven themselves to be an honorable and well-established distribution partner and together I look forward to a prosperous future together” said Shaun Morton, Regional Director Molson Coors Asia Pacific Pte. Ltd.

“With Company Hakutsuru Sake Brewing Co, Ltd, we look forward to developing our already established brands that have become a household name over the past 23 years on the Japanese market as well as some new and exciting beverages which we are confident that Japanese consumers will also enjoy” added Morton.

What is Zima?

Zima is a ready to drink beverage with fresh, clean and great tasting fruity flavours which was born in the USA and first launched in Japan in 1997. It’s Slavic name means “winter” and its name is part of its essence of diversity which brings “infinite possibilities”. With a wide range of diverse variety of tastes, flavours in Zima, we bring you infinite options to your drinking experience. Zima, made to mix.

What is Blue Moon?

Blue Moon is a beautifully crafted, golden hazy wheat beer with a refreshing twist of orange and coriander flavour for approachability and maximum drinkability. It should be uniquely served with an orange wheel to highlight the citrus aroma and enhance the drinking experience. This brand, which was founded in 1995 in the USA, and is now the number one craft and wheat beer in the USA*, is enjoyed in over 25 countries and we are delighted that more Japanese consumers will be able to appreciate this unique brand.

*Based on IRI MAT JUN'22



About Hakutsuru Sake

Hakutsuru Sake, founded in 1743, it is currently the world's largest sake producer and one of the bestselling sake brands in Japan. It is also proud to be a leading exporter of sake to 55 countries and regions. The brand built its recognition and prestige throughout its 280 years of business. They've grown a strong knowledge of the market and refined their production to deliver drinks that people love across the globe.

About Molson Coors Beverage Company

Molson Coors Beverage Company is one of the world's largest beverage companies globally and operates across the world with particular centres in USA, Canada and Europe. Molson Coors has a diverse portfolio of owned and partner brands, including global beer brands Staropramen, Coors Light, Miller Genuine Draft and Blue Moon as well as a number of other beverage brands including the fast growing Vizzy hard Seltzer brand in the USA and RTD brand Zima in Japan. For more information on Molson Coors Beverage Company, visit the company's web site, www.molsoncoors.com.

Forward-Looking Statements

This press release includes estimates or projections that may constitute “forward-looking statements” within the meaning of the U.S. federal securities laws. Generally, the words “believe,” “expect,” “intend,” “anticipate,” “project,” “will,” and similar expressions identify forward-looking statements, which generally are not historic in nature. Although the Company believes that the assumptions upon which its forward-looking statements are based are reasonable, it can give no assurance that these assumptions will prove to be correct. Important factors that could cause actual results to differ materially from the Company’s historical experience, and present projections and expectations are disclosed in the Company’s filings with the Securities and Exchange Commission (“SEC”). These factors include, among others, the risks discussed in our filings with the SEC, including our most recent Annual Report on Form 10-K, which is incorporated by reference therein.

All forward-looking statements in this press release are expressly qualified by such cautionary statements and by reference to the underlying assumptions. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We do not undertake to update forward-looking statements, whether as a result of new information, future events or otherwise.

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