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萍萍

SUPER
"DRY"
Asahi

WIN A TRIP TO JAPAN

COMMIT TO THE FOLLOWING BEHAVIOURS FROM
1ST JULY TO 31ST DECEMBER 2025 AND UNLOCK YOUR TRIP TO JAPAN



RANGE ASAHI ON
TAP AND IN PACK
IN VENUE



RANGE A MINIMUM OF
1 X NIKKA IN VENUE,
INCLUDING IT ON ANY
MENU OR COCKTAIL
LISTINGS



INCLUDE ANY
STRANGELOVE
FLAVOUR IN A
LISTED DRINK



NIKKA StrangeLove®

IMPLEMENT 1 DRINK
ACTIVATION PER BRAND,
EACH LASTING FOR ONE
MONTH



GROW TOTAL VOLUME
OF FEATURED BRANDS
BY 20% VS LAST YEAR
(based on purchases
ex Paramount Liquor)

THE PRIZE: AN ASAHI EXPERIENCE IN JAPAN - DEPARTING APRIL 2026

✈️ RETURN FLIGHTS

ADELAIDE > MELB (OVERNIGHT STAY)
BRISBANE > SYDNEY (OVERNIGHT STAY)
MELB & SYDNEY GROUPS FLY TO OSAKA

🚌 ACCOMMODATION

2 NIGHTS IN OSAKA | 3 NIGHTS IN TOKYO

🚗 TRANSFERS INCLUDED

AIRPORT, HOTEL & ACTIVITIES

🏯 INCREDIBLE BRAND EXPERIENCES

A VISIT TO ASAHI HQ | AN ASAHI BREWERY TOUR |
A TRIP TO THE NIKKA DISTILLERY | A NIKKA POP-UP BAR EXPERIENCE
A FULL ITINERARY WILL BE PROVIDED TO THE WINNERS ONCE THEY ARE ANNOUNCED



CONTACT YOUR PARAMOUNT LIQUOR SALES REPRESENTATIVE FOR MORE INFORMATION.

18+ FOR PEOPLE OVER THE AGE OF 18 ONLY