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Asahi Super Dry Unveils Zero-Sugar Dry Crystal Across Greater China

05 May 2026 | News

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Japan's beer brand Asahi Super Dry has unveiled a major evolution of its Dry Crystal, introducing zero sugar in Hong Kong and the Chinese Mainland and low sugar in Taiwan, 3.5 per cent ABV. Inspired by the Japanese philosophy of living a full and active life, Dry Crystal offers less sugar than Asahi Super Dry beer, while delivering the same iconic Super Dry taste. Now available in the Chinese Mainland, Hong Kong, and Taiwan markets, the renewed Dry Crystal represents Asahi Super Dry's continued commitment to providing consumers with carefully crafted and mindful drinking options without compromising on taste.

Two years after its groundbreaking debut, this lighter innovation in beer is set to redefine mindful indulgence with enhanced functional benefits. The upgraded Dry Crystal maintains the standards of the iconic Super Dry taste while matching the modern consumer's desire for a more balanced and mindful lifestyle. This represents Asahi Super Dry's unwavering commitment to anticipating and exceeding consumer expectations, proving that superior taste and an active lifestyle are not mutually exclusive but perfectly harmonious.

Dry Crystal offers a smarter choice for those who refuse to compromise â?? delivering the crisp, refreshing notes of their favourite beer while enabling an active, balanced lifestyle. This campaign, which showcases the new evolution of Dry Crystal, features brand ambassador Ryusei Yokohama. It also represents a lifestyle movement born from the philosophy of a brand ambassador who truly lives it. One of Japan's top talents, Yokohama has earned critical acclaim, box-office success, and prestigious awards for his performances in movies like ShÅ•tai (2024) and KokuhÅ• (2025). This partnership marks Yokohama's first tie-up with an alcohol brand.