NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Sapporo continues association with China

21 September 2018 | News

Japanese brewer Sapporo will resume its exports to China through a distribution partnership with AB InBev, as it aims to target the premium beer segment.



The company is targeting sales of one million cases (20 x 633ml bottles) in 2022.

Japanese brewer Sapporo will resume its exports to China through a distribution partnership with AB InBev, as it aims to target the premium beer segment.

China is the world's largest beer market and Sapporo drew attention to the premium segment, including imported beer brands, which it says is exhibiting dramatic growth.

The company is targeting sales of one million cases (20 x 633ml bottles) in 2022 through the collaboration and it hopes to establish its Sapporo Premium Beer brand in the expanding Chinese market.

Products will go on sale in early November 2018 in cities mainly on along China's eastern seaboard, including Shanghai and Beijing.

Heineken has also sought to profit from the growth of China's premium beer segment. Earlier this year it secured a deal to acquire a 40 per cent interest in the company that controls China's largest brewer.