

# SUNTORY

NEWS RELEASE – No.14624 (2024.7.1)

## Suntory to Open The PREMIUM MALT'S HOUSE Across Selected Cities Around the World

- Flagship beer bar to offer Kami-Awa experiences over a two-month period -



Tokyo, Japan (July 1, 2024) — Suntory Spirits, a global leading beverage company with iconic brands such as Japanese whiskies Yamazaki, Hibiki and Hakushu, will open its flagship beer bar The PREMIUM MALT'S HOUSE across selected cities around the world over a two-month period starting from July. Following the success from last year, the company aims to embrace more consumers globally by offering an experience to understand the value and uniqueness of The Premium Malt's beer.

The Premium Malt's is a premium beer brewed 100% in Japan with a rich, distinctive flavor and an elegant aroma. The company has been dedicated to craft this beer using carefully selected ingredients including high quality groundwater, umami-rich Diamond Malt and European aroma hops.

Kami-Awa (meaning super fine creamy foam) is the company's original term to express the creaminess of the foam. The company believes that the goodness of beer comes out in the foam and embodies its challenge to perfection for over 50 years. The Premium Malt's has been enjoyed by Japanese consumers since its debut in 2003, and the company is proud to offer this at The PREMIUM MALT'S HOUSE to consumers around the world.

### ▼Location and Dates (In chronological order)

Seoul	: July 11 <sup>th</sup> to August 9 <sup>th</sup>
Hong Kong	: July 18 <sup>th</sup> to August 18 <sup>th</sup>
Singapore	: July 19 <sup>th</sup> to August 15 <sup>th</sup>
Sydney	: July 26 <sup>th</sup> to August 11 <sup>th</sup>
New York	: August 1 <sup>st</sup> to August 31 <sup>st</sup>
Taichung	: August 2 <sup>nd</sup> to August 4 <sup>th</sup>
Los Angeles	: August 5 <sup>th</sup> to August 11 <sup>th</sup>
Taipei	: August 31 <sup>st</sup> to September 1 <sup>st</sup>

Visit [The PREMIUM MALT'S HOUSE website](#) for more information, and about The Premium Malt's brand [here](#).

### About Suntory Holdings

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196, The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit [www.suntory.com](http://www.suntory.com) and [Drink Smart](#).

DRINK  SMART®