

Asahi Breweries Group
CSR Report
2004

Data Book

Meeting the Challenge



Asahi

■ Editorial Policy

Asahi Breweries has published an environmental report annually since 1997, when the *Eco Report* debuted. The name was changed to *Environmental Communication Report* from 2002, and the report was last published in August 2003. This year marks the first *CSR Report* from Asahi Breweries, and the contents have been refreshed to reflect the new emphasis on corporate social responsibility. The main report was written with a view to creating a clearer, more readable publication, while this *Data Book* focuses on detailed information regarding corporate guidelines and policies along with specialized data covering nearly every aspect of business operations.

With regard to specific items in the report, information has been disclosed in line with the Ministry of the Environment's *Environmental Reporting Guidelines* (2003 version) and the GRI (Global Reporting Initiative) *Sustainability Reporting Guideline 2002*.

Reporting Period

This report covers the company's fiscal year from January to December 2003. Data for the previous five years are included as needed to illustrate business trends. In cases where there is a standard year, data include the standard year and the previous four years of data.

Reporting Scope

Separate symbols are used to indicate data applicable to Asahi Breweries and all its affiliates, to Asahi Breweries, Ltd. (unconsolidated), and to affiliates excluding Asahi Breweries, Ltd.

- Finance: Asahi Breweries, Ltd. and all its affiliates
- Environment: Asahi Breweries, Ltd., six other production affiliates, and one logistics affiliate comprising the Group Environmental Committee*¹. Data have also been compiled to the extent possible for three other affiliates adopting the *Group Environmental Guidelines**². This report covers business operations accounting for about 90% of the Asahi Breweries Group's consolidated sales.
- Social Contributions: Primarily Asahi Breweries, Ltd., along with Group data wherever possible.

With regard to third-party opinion, an NPO with insight into CSR management has provided Asahi Breweries with its opinion and suggestions on the company's initiatives, available in the main *CSR Report*. Furthermore, Asahi Breweries takes full responsibility for the accuracy of the data and information in these reports.

Information Disclosure

Readers are welcome to contact Asahi Breweries to obtain information that is not included in this report. The *Asahi Breweries Group CSR Report* and the *Data Book* can be downloaded from the following website.

Asahi Breweries Customer Relations Office
<http://www.asahibeer.co.jp/baccas/ba.html> (in Japanese)
 Free dial in Japan: 0120-011121

The above free dial number and website address are for inquiries in Japanese. Customers who wish to make an inquiry in English should access the website <http://www.asahibeer.co.jp/english/> and select "Contact Us."

- *Corporate Guide*
- *Asahi Super Report** (business report)
- *Annual Report* (English only)
- *General Product Catalogue**
- *Asahi Breweries MÉCÉNAT*
- *Site Tour Pamphlets* (breweries, distilleries)
- *Mini Manual of Beer**
- *Mini Manual of Shochu**
- *Mini Manual of Whisky**
- *Mini Manual of Wine**
- *Keeping on Good Terms with Alcohol: A Guidebook for Responsible Drinkers**

The following symbols are used to indicate the reporting scope of data in each section.

-  Asahi Breweries, Ltd. (unconsolidated)
-  Asahi Breweries Group (consolidated)
-  Affiliated companies

*1 Group Environmental Committee members
 Production companies:
 Asahi Soft Drinks Co., Ltd.
 The Nikka Whisky Distilling Co., Ltd.
 Asahi-Kyowa Liquor Manufacturing Co., Ltd.
 Asahi Food & Healthcare Co., Ltd.
 Asahi Beer Winery, Ltd.
 Asahi Beer Malt, Ltd.
 Logistics company:
 Asahi Cargo Service Tokyo, Ltd.

*2 Companies adopting the *Group Environmental Guidelines*:
 Asahi Cargo Service Nagoya, Ltd.
 Asahi Cargo Service Osaka, Ltd.
 Asahi Cargo Service Kyushu, Ltd.

- *Asahi Quality Report**
 - For a Better Understanding of Alcoholic Beverages**
 - For Drinking Delicious Beer**
 - Methods to Store Alcoholic Beverages**
 - Handling of Cans**
 - Handling and Recycling of Bottles**
- (* Available only in Japanese)

Compliance with the Ministry of the Environment's *Environmental Reporting Guidelines* (2003 version)

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5) Summary of objectives, plans, results of environmental consciousness measures	P. 29, 31	P. 07, 28-40
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Compliance with the GRI Sustainability Reporting Guideline 2002

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*For more detailed financial information, please refer to the financial report located at the following website:
<http://www.asahibeer.co.jp/english/ir/index.html>

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▣ Main Initiatives and Results for 2003

The foremost aim of the Asahi Breweries Group is the pursuit of customer satisfaction. CSR activities are instrumental in creating a company that can deliver satisfaction to customers and gain their trust, which is why these activities will be actively undertaken in the future as well. Below are the major initiatives taken in 2003 and their results, and among them, one of the major achievements was the strengthening of the very structure for promoting CSR initiatives with the establishment of a CSR Committee in December at the Asahi Breweries Head Office. Under the direct control of the President, the CSR Committee will be the main policymaking body for the 2004 initiatives, laying out more specific plans for the six CSR priority areas. All the companies in the Asahi Breweries Group accept the challenge of fulfilling this social responsibility together.

Asahi Breweries, Ltd.
Senior Managing Director and
Senior Managing Executive Officer

Chairman of CSR Committee
Yoshihiro Goto

Topics	Measures
Establishment of Clean Line System	The Clean Line System was set up as an in-house reporting method whereby potential risks can be quickly identified and major problems can be avoided before they occur. (For details, see <i>Asahi Breweries Group CSR Report</i> , P. 16)
Establishment of <i>Basic Procurement Policy</i>	The company has clarified its procurement stance for office products, sales promotion materials, and other goods purchased by the Asahi Breweries Head Office, supplementing the previously established procurement policy on raw materials. Suppliers are also asked to complete an Environmental Questionnaire and a Social Responsibility Questionnaire, which are helping to realize an even better society. (For details, see <i>Asahi Breweries Group CSR Report</i> , P. 18)
Revision of <i>Asahi Breweries Group Business Ethics Rule</i>	The previous <i>Asahi Breweries Group Business Ethics Rule</i> has been reconsidered and revised, and the structure for promoting compliance throughout the Asahi Breweries Group bolstered. (For details, see <i>Asahi Breweries Group CSR Report</i> , P. 16)
Establishment of CSR Committee	A new structure has been created by which the Asahi Breweries Group can tackle CSR measures as a single entity. Efforts to raise corporate value will continue.
Reduction of environmental burden related to business activities	Remarkable progress has been made in restraining CO ₂ emissions and conserving water resources, two of the main areas of focus. (For details, see <i>Data Book</i> , P. 27)
Obtainment of ISO 14001 certification	Efforts have been increased to have affiliated companies also gain certification, with the result that seven worksites of four affiliates newly received certification in 2003. (For details, see <i>Data Book</i> , P. 46)
Start of Asahi Breweries Environment Awards	An internal system has been established to encourage employees to create environmental initiatives on their own. In 2003, 56 proposals were submitted for the Asahi Breweries Environment Awards and three of them commended by the President with a Proposal Prize (For details, see <i>Asahi Breweries Group CSR Report</i> , P. 29)
Holding of ICAP Board meeting in Japan	Asahi Breweries is the sole Asian member of the International Center for Alcohol Policies (ICAP). The company served as the host for the ICAP Board meeting in November 2003, the first time the meeting was held in Japan. (For details, see <i>Asahi Breweries Group CSR Report</i> , P. 25)
Entry into wind-powered generation business	Asahi Breweries has created a joint-venture wind-power generation business with Electric Power Development Co., Ltd. in Nishihara Village, Kumamoto Prefecture, capitalized at 93.1 million yen. The business is scheduled to begin operations in March 2005. (For details, see <i>Asahi Breweries Group CSR Report</i> , P. 28)

Business Activities

Name of the reporting organization: Asahi Breweries, Ltd.
Head office address: 3-7-1 Kyobashi, Chuo-ku, Tokyo 104-8323 (Address of incorporation)
 1-23-1 Azumabashi, Sumida-ku, Tokyo 130-8602 (Business address)
Date founded: September 1, 1949
Representative: Kouichi Ikeda, President and COO
Paid-in capital: 182,531 million yen (as of December 31, 2003)
Total assets: 1,077,786 million yen (as of December 31, 2003)
Main places of business: Head Office: 1 Regional Headquarters: 9 Branches: 15 Sales Offices: 67
 Breweries: 9 Laboratories: 6 Overseas Offices: 3 (China, U.S.A., U.K.)
 Other facilities: 3
Subsidiaries/Affiliates: 74 subsidiaries (53 consolidated subsidiaries) 10 affiliates
Business activities: (unconsolidated)
 Production and sale of *Asahi Super Dry* and other beers, and happoshu; Sale of whisky, spirits, wine, shochu, etc.
 (consolidated)
 Alcoholic Beverages: Alcoholic beverage production and sales
 Soft Drinks: Soft drink production and sales
 Food and Pharmaceuticals: Food and pharmaceuticals manufacture, processed production and sales
 Others: Malt production and sales, restaurants, logistics, real estate sales and leasing, others
Main region of operations: Japan
Type of operations: Wholesale, retail

Scale of the Company

(unconsolidated)

(as of December 31, 2003)

	1999	2000	2001	2002	2003
Employee (units: people)	4,193	3,612	3,799	3,995	3,779
Net sales (units: million yen)	1,052,513	1,054,649	1,121,920	1,093,773	1,106,977
Operating income (units: million yen)	69,447	70,525	78,371	69,807	72,365
Ordinary income (units: million yen)	66,162	10,046	62,735	56,720	62,838
Net income (units: million yen)	960	▲9,658	7,259	10,565	16,379
Liabilities (units: million yen)	676,718	771,751	759,898	741,108	691,378
Capital (units: million yen)	378,088	362,368	388,320	386,458	386,407

(consolidated)

	1999	2000	2001	2002	2003
Employee (units: people)	—	14,539	14,567	15,070	14,654
Net sales (units: million yen)	1,396,898	1,399,108	1,433,363	1,375,267	1,400,301
Operating income (units: million yen)	80,122	76,550	77,777	69,340	78,983
Ordinary income (units: million yen)	73,977	12,845	60,656	57,554	70,480
Net income (units: million yen)	4,081	▲15,706	13,616	14,754	23,210
Liabilities (units: million yen)	986,374	994,513	937,448	892,655	828,762
Capital (units: million yen)	383,474	356,008	385,964	387,539	398,152

Breakdown of Revenues (2003)

(units: million yen)

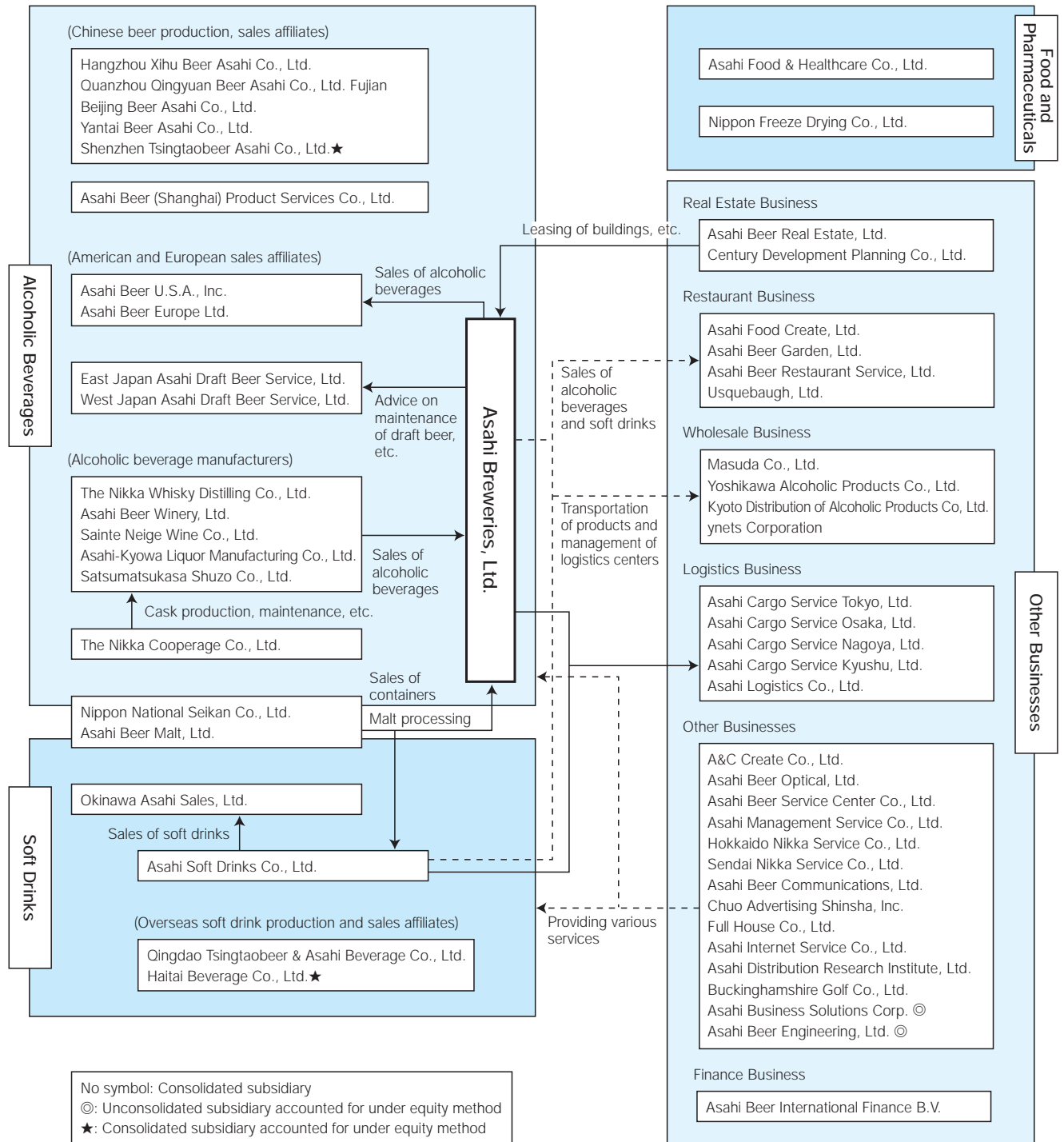
(unconsolidated)	
Categories	Amount
Beer	784,360
Happoshu	195,600
Shochu	51,870
Whisky and spirits	32,349
Low-alcohol beverages	23,464
Wine	14,594
Other alcoholic beverages	2,666
Real estate	2,071
Total	1,106,977

(units: million yen)

(consolidated)	
Categories	Amount
Alcoholic beverages	1,067,136
Soft drinks	185,737
Food and pharmaceuticals	21,546
Others	125,881
Total	1,400,301

*For more detailed financial information, please refer to the financial report located at the following website:
<http://www.asahibeer.co.jp/english/ir/index.html>

Group Organizational Structure



*All the outstanding shares in Nippon National Seikan Co., Ltd. will be transferred to Toyo Seikan Kaisha, Ltd. in 2004.

(as of the end of December 2003)

Significant Organizational Changes during the Reporting Period

April 2003 All of the outstanding shares of Asahi Beer Pax Co., Ltd. were transferred to Ishizuka Glass Co., Ltd.

4 Main Products and Location of Asahi's Breweries and Forestry Station

Name	Products	Location
Hokkaido Brewery	Beer/happoshu	1-1 Nango-dori 4 Minami, Shiroishi-ku, Sapporo, Hokkaido
Fukushima Brewery	Beer/happoshu	1 Oaza Arai Aza Uemaehata, Motomiya-machi, Adachi-gun, Fukushima
Ibaraki Brewery	Beer/happoshu	1-1-1 Midori, Moriya, Ibaraki
Kanagawa Brewery	Beer (from 2004 happoshu production started)	1223 Oaza Nuda Aza Tenjo, Minami Ashigara, Kanagawa
Nagoya Brewery	Beer/happoshu	318 Nishigawara-cho, Moriyama-ku, Nagoya, Aichi
Suita Brewery	Beer (from 2004 happoshu production started)	1-45 Nishinosho-machi, Suita, Osaka
Nishinomiya Brewery	Beer/happoshu	11-52 Tsuto Otsuka-cho, Nishinomiya, Hyogo
Shikoku Brewery	Beer/happoshu	2-6 Hiuchi, Saijo, Ehime
Hakata Brewery	Beer/happoshu	3-1-1 Takeshita, Hakata-ku, Fukuoka, Fukuoka
Shobara Forestry Station	N/A	1-8-2 Nakahon-machi, Shobara, Hiroshima

4 Business Activities of Main Affiliated Companies and Head Office Location

Name of company	Business activities	Location
Asahi Soft Drinks Co., Ltd.	Production and sales of various beverages	1-23-1 Azumabashi, Sumida-ku, Tokyo
The Nikka Whisky Distilling Co., Ltd.	Production of whisky, brandy, etc.	5-4-31 Minami Aoyama, Minato-ku, Tokyo
Asahi-Kyowa Liquor Manufacturing Co., Ltd.	Production of shochu, low-alcohol beverages	5-4-31 Minami Aoyama, Minato-ku, Tokyo
Asahi Food & Healthcare Co., Ltd.	Production and sales of food and pharmaceutical products	1-23-1 Azumabashi, Sumida-ku, Tokyo
Asahi Beer Winery, Ltd.	Wine production	1720 Shioda, Ichimiya-cho, Higashi Yatsushiro-gun, Yamanashi
Sainte Neige Wine Co., Ltd.	Wine production	107-1 Kamikanogawa, Yamanashi, Yamanashi
Asahi Cargo Service Tokyo, Ltd.	Transportation of products and management of logistics centers	5-4-31 Minami Aoyama, Minato-ku, Tokyo
Asahi Cargo Service Nagoya, Ltd.		1501 Shinmorinishi, Moriyama-ku, Nagoya, Aichi
Asahi Cargo Service Osaka, Ltd.		3-2-56 Minami Suita, Suita, Osaka
Asahi Cargo Service Kyushu, Ltd.		3-2-25 Takeshita, Hakata-ku, Fukuoka, Fukuoka
Asahi Beer Malt, Ltd.	Malt processing, etc.	2311 Oaza Mikami, Nozu-machi, Nozu-gun, Shiga
Nippon National Seikan Co., Ltd.	Production and sales of various types of container and can	3-7-1 Kanda Nishiki-cho, Chiyoda-ku, Tokyo

■ List of Main Products

Beer	Wine	Brandy, Spirits, Liqueur	Shochu
Japan	Domestic products	Various products	Ko type
<i>Asahi Super Dry</i>	<i>Asahi Ume Wine</i>		<i>Daigoro</i>
<i>Asahi Kuronama</i>	<i>Nikka Cidre</i>	Low-alcohol Beverages	<i>Donnamondai</i>
<i>Asahi Orion Draft</i> , others	<i>Sankaboshizai Mutenka Yuki Wine</i> , others	<i>Asahi Dry Cooler</i>	<i>Subaru</i>
Overseas brands	Imports	<i>Cocktail Partner</i>	Korean Shochu
<i>Miller Special</i>	<i>Caliterra</i>	<i>Asahi Shunka Shibori</i>	<i>HOUKAI</i>
<i>Löwenbräu</i>	<i>Mouton Cadet</i>	<i>hiliki</i> , others	<i>BIDAN</i>
<i>Bass Pale Ale</i>	<i>Papio</i> , others		Wheat Shochu
<i>Tsingtao Beer</i>			<i>Kanoka</i>
	Whisky		<i>Ichibanfuda</i>
	Domestic products		Rice shochu, sweet potato shochu, others
	<i>Taketsuru Pure Malt series</i>		
	<i>Super Nikka</i>		Chinese Liquor
<i>Asahi Honnama</i>	<i>Black Nikka Clear Blend</i> , others		<i>Kiraku</i>
<i>Asahi Honnama Aqua Blue</i>	Various whisky imports		
<i>Asahi Honnama Off Time</i>			Non-alcoholic Beer
<i>Asahi Sparks</i> , others			<i>Löwenbräu Alcohol Free</i>

(as of July 2004)

4 Corporate Governance System

●Corporate Governance Structure

Three of the company's 11 Directors are Outside Directors, and two of the five Corporate Auditors are Outside Corporate Auditors. Below the Board of Directors, a Nomination Committee and Compensation Committee have been established. The Nomination Committee, which consists of two Outside Directors and two Inside Directors, recommends candidates for Director, Executive Officer, and for Corporate Auditors to the Board of Directors. The Compensation Committee, consisting of two Outside Directors and two Inside Directors, submits items to the agenda of the Board of Directors' meetings regarding the compensation structure for Directors and Executive Officers.

●Executive Officer System

The company has introduced the Executive Officer system with a view to separating the supervisory and administrative roles of the company executive as well as strengthening the decision-making and supervisory function of the Board of Directors, while streamlining the administration of the company. Executive Officers are delegated the authority to execute business plans as a means of expediting the business process.

●Corporate Auditor System

The main mechanism for overseeing the company management consists of the audits by the Board of Auditors, and supervision of the administrative and executive status by the Board of Directors. In addition, internal regulations regarding audits and compliance are overseen by the Audit Department, which itself ensures that administrative activities are conducted appropriately and efficiently.

Regarding financial auditors, Asahi Breweries has concluded an audit contract with an external auditing company, and in conjunction with the Corporate Auditors, undergoes accounting audits. Aside from these mechanisms, when necessary, the advice of lawyers is sought to ensure laws are followed appropriately.

●Corporate Governance Structure



4 Compensation and Retirement Benefits for Directors and Corporate Auditors

(units: million yen)

	Directors	Corporate Auditors
Total amount received in compensation	278	75*
Total amount received in bonuses	41	6
Total amount received in retirement benefits	244	19

*Including retired corporate auditors

4 Information Disclosure

Asahi Breweries is committed to fair, accurate and timely disclosure of corporate information. In addition, regarding significant information relating to the company's business, management provides explanations to the public directly. Any information that is judged to be of importance to stakeholders, however negative it may be, is disclosed.

4 Financial Disclosure

The company has a special section set up to deal with the provision of financial information to shareholders, investors, and analysts (the Investor Relations Office of the Public Relations Department).

1 Scope of Activities

In 1982, Asahi Breweries established the Corporate Philosophy and Scope of Activities to encourage employees to work together with a common set of values. The Corporate Philosophy has been revised twice since its inception, once in 1988 and a second time in 1998. The employees of the Asahi Breweries Group conduct themselves in accordance with this Corporate Philosophy and the Guidelines for Corporate Activity at all times.

Corporate Philosophy

(established in January 1998)

The Asahi Breweries Group aims to satisfy customers with the highest levels of quality and integrity, while contributing to the promotion of healthy living and the enrichment of society worldwide.

Guidelines for Corporate Activity

- **Customer satisfaction**
 - Provide high quality and abundantly original products and services with customer satisfaction as the cornerstone to all corporate activities.
 - Propose new value to meet our customers' expectations by revolutionizing our thinking and behavior.
- **Safety and environmental responsibility**
 - Bear full environmental responsibility and ensure the safety of all our corporate activities, ever aspiring to "preserve our beautiful earth and be gentle to its people."
 - Promote resource renewal and energy conservation through recycling and waste reduction.
- **Fair, open corporate ethics**
 - Win customers' trust through corporate behavior that is based on respect for sound and fair ethics.
 - Value the importance of communication with society and actively facilitate mutual comprehension via the disclosure of information.
- **World-class corporate activities**
 - Have a global vision and strive to follow international standards for corporate behavior.
 - Take on global business opportunities on the world-stage.
- **A corporate culture rich in ideas and vitality**
 - Create a corporate climate where the rich ideas and ambitious spirit of each member of society can be leveraged.
 - Create a corporate climate that abounds in activities where individuals can think and act for themselves.
- **Original and responsive corporate action**
 - Stay ahead of change and always strive to be forward-minded and swift in corporate action.
 - Aim to share impressions with society, through inventive concepts and individual behavior.
- **Independent and integrated management**
 - Aim for corporate management where each company thrives from its own independence.
 - Aim for group management that leverages our combined strengths.
- **Continued, high-quality growth**
 - Aim for efficient use of managerial resources, and productive management.
 - Meet everyone's expectations, from customers and shareholders to employees, through sustained and high-quality growth.

1 Supporting the Global Compact

The Global Compact is an international forum established to deal with various issues caused by globalization. The Global Compact was proposed in January 1999 by Kofi Annan, the secretary-general of the United Nations, at an international economic forum held in Davos, Switzerland. The compact was officially launched by the General Assembly of the United Nations in July 2000. The Global Compact requires participating companies from around the world to uphold and put into practice a total of 10 universal principles from the four areas of human rights, labor standards, the environment, and anti-corruption measures.

Currently, over 500 companies worldwide are taking part in this project. Asahi Breweries announced its participation in June 2002.

● The 10 Principles of the Global Compact

Human Rights

1. Respect and support the protection of internationally declared human rights.
2. Do not take part in the infringement of human rights.

Labor Standards

3. Respect the right to group negotiations and the freedom to form labor unions.
4. Eliminate all forms of forced labor.
5. Effectively abolish child labor.
6. Eliminate discrimination regarding employment and in the workplace.

The Environment

7. Support preventative approaches to environmental problems.
8. Take the initiative to shoulder more responsibility for the environment.
9. Promote the development and deployment of technologies to help preserve the environment.

Anti-corruption

10. Commitment to prevent corruption in any form, such as extortion and bribery.

Asahi Breweries Group Business Ethics Rule

In November 1999, the Asahi Breweries Group (each member of which is referred to as "the Company") established the *Asahi Breweries Group Business Ethics Rule* on the basis of the Guidelines for Corporate Activity, which specified how the Corporate Philosophy is to be implemented with fair, open corporate ethics.

In October 2003, the *Asahi Breweries Group Business Ethics Rule* was revised to be more practically applicable in that it allows employees to judge precisely what they should and should not do. Rules concerning ethics apply to all executives and employees of the Asahi Breweries Group including the contract, temporary, and part-time employees.

Asahi Breweries Group Business Ethics Rule (abridged version)

●Section One

The Fundamental Philosophy

●Section Two

Corporate Ethics Standards

●Part One

Responsibilities to Consumers

As an absolute prerequisite for realizing our corporate commitment to customer satisfaction, we will strictly comply with all laws and regulations concerning consumer protection in every aspect, including manufacturing, quality, labeling and advertising, sales, and consumer information management, to prevent any possible trouble with consumers. In the event of any consumer complaint, we will respond with promptness and sincerity.

1) Maintaining Product Quality

Regarding product quality, we shall observe all food hygiene laws and product quality regulations in order to provide consumers with a safe and secure product.

2) Appropriate Labeling, Advertising and Premiums

Regarding product labeling, advertising and sales campaigns, we shall observe the Food Hygiene Law and JAS Law as well as the Premiums and Representations Act and Fair Competition Code, and no type of deception or inappropriately expensive premiums shall be used to induce consumers to purchase products.

3) Observance of Consumer Contract Laws

When entering into a contract with consumers, the Consumer Contract Law, Specific Commercial Transactions Law, and other regulations regarding consumer relations shall be observed, and trade shall be conducted in a transparent and fair manner.

4) Consumer Information Management

Regarding consumers' personal information, we shall observe the Personal Information Protection Act and manage such information with extreme care. Information shall not be used for purposes other than those for which it was collected or inappropriately passed on to third parties.

5) Dealing with Complaints

The Customer Relations Office shall act as the point of contact for consumers who wish to make inquiries or a complaint. We shall strive to respond promptly and sincerely to such inquiries.

●Part Two

Responsibilities to Clients and Related Industries

We will contribute to developing the related industries through fair trade and competition by complying with the Antimonopoly Act, Unfair Competition Prevention Law, and laws related to intellectual property rights, in our dealings with clients, related industries, and competitors.

1) Relationship with Clients

We shall not engage in unfair trading, observing the Antimonopoly Act, notifications from the National Tax Administration, voluntary industry standards, and other related laws and regulations.

2) Relationship with Related Industries and Competitors

1. Cartel formation or contract rigging, or any conduct that could be suspected of being tantamount to such, shall be permitted.
2. Unfair activities such as libelous attacks on competitors and placing misleading comparative advertisements shall not be permitted. In addition, if it should happen that the Asahi Breweries Group is the target of such actions, we shall respond resolutely.

3) Management of Intellectual Property Rights and Confidential Information

1. Management of intellectual property rights

We shall protect our intellectual property rights, including patents, trademarks, and copyrights. We shall take decisive measures in response to any infringement of these rights by any third party. In addition, the Asahi Breweries Group shall not infringe the intellectual property rights of any other company or a third party.

2. Management of client and industry information

Due care and attention shall be paid when dealing with confidential information of our clients or industrial partners (including personal information) obtained through conducting business, and all such secrets shall be strictly kept. Such information shall not be obtained in an inappropriate manner nor shall be used for any other purpose.

3. Protection of our own confidential information

Executives and employees shall keep confidential information of the Company in strict confidence at all times, and only limited executives and employees shall be given access to such information. When it is necessary to disclose our confidential information to any third party, such disclosure shall be made strictly in accordance with internal rules and procedures, or only after the conclusion of a confidentiality agreement with the third party.

●Part Three

Responsibilities to Suppliers

We will establish complete trust and long-term cooperation with the suppliers of raw materials and services through fair and transparent trade.

1) Observance of Antimonopoly Act

We shall observe the Antimonopoly Act, Subcontract Act and any other related law and regulation as well as maintaining healthy trade practices based on a highly ethical approach to business. In particular, we shall not engage in any activities that abuse our dominant bargaining position, if any, over suppliers.

2) Transparency in Engaging Suppliers

Fair and open opportunities shall be provided for our prospective suppliers, based upon our selection criteria that are made open and public, involving product quality, cost, delivery schedule, as well as the environmental and social commitment of candidates.

3) Maintaining Confidentiality

We shall keep the confidential information and technical information that we receive from suppliers and prospective suppliers strictly in confidence, and shall not disclose such information externally without the consent of the supplying party of such information. Likewise, only limited persons in the Company shall be given access to such information.

4) Elimination of Private Interests

No request to suppliers for any hospitality, gifts or any other form of benefit shall be made. No gifts from suppliers, regardless of their monetary value, shall be received. In addition, no offers for hospitality from suppliers that are beyond the socially accepted limits shall be accepted. Any hospitality given by supplier that exceeds internal criteria shall be reported to a superior.

●Part Four

Responsibilities to Employees

The Asahi Breweries Group and its employees will forge a relationship of mutual trust by fulfilling obligations and responsibilities to each other with integrity.

1) The Company's Responsibilities to Employees

1. Respect of fundamental human rights

•The Company shall respect all fundamental human rights of its employees in accordance with the principles of the Global Compact. There shall be no forms of discrimination on the basis of race, nationality, creed, religion, physical ability, age, sex, sexuality, or any other factor unrelated to an employee's execution of their duties.

•The Company shall observe the Equal Opportunity Employment Law and shall not allow any form of unreasonable discrimination based on sex. In addition, we shall put a mechanism in place to prevent sexual harassment and encourage a strong response to any such occurrences.

2. Fair and transparent systems for personnel evaluation, management, and development of skills

•Personnel evaluation or merit rating procedures and personnel management shall be conducted fairly and objectively, and any nontransparent or arbitrary factor shall be eliminated from such procedures.

•Opportunities for development of skills shall be provided to employees so as to help employees fully show their abilities and reveal their latent potentials.

3. Creation of safe and pleasant workplace
 - The Company shall maintain and promote a healthy, safe and hygienic workplace, both physically and mentally, through observance of the Labor Standards Law, and the Industrial Safety and Health Law.
 - The Company shall endeavor to implement more comprehensive health and welfare systems.
4. Confidentiality of employees' personal information
 - Employees' privacy shall be highly respected and their personal information shall only be disclosed to limited departments or managers who reasonably need access, and shall not be divulged to those within the Company who have no necessity of access, nor to any third parties.
 - The Company shall ensure that no employees who reported issues via the Clean Line System are ever placed at risk of sanction nor suffer any other disadvantages.

2) Employees' Responsibilities to the Company

1. Duty of loyalty to his/her work
 - In order to realize the Corporate Philosophy, employees shall observe all relevant laws and all other internal office regulations and rules, fulfilling their duties loyally. In addition, they shall not abuse the authority they have been given.
 - Employees shall observe the Equal Opportunity Employment Law and avoid any type of discrimination based on sex. In addition, employees shall take measures to prevent sexual harassment and encourage a strong response to any such occurrences.
2. Information management (confidential information and insider information)
 - Employees shall, during the term of their employment and eternally thereafter, keep confidential and not use inappropriately or leak to third parties any confidential information regarding the Company or third parties that they have obtained while fulfilling their duties.
 - Employees shall observe insider trading regulations and shall not conduct any inappropriate trading of stock on the basis of information they have obtained while fulfilling their duties, or pass such information on to a third party.
3. Preventing conflicts of interest/conflation of individual and public interests
 - Employees shall not engage in any activities that conflate their individual and public interest or that result in a conflict of interest with the company, such as personal use of company assets or making requests for hospitality or gifts to suppliers. In addition, employees shall not receive any seasonal gift.
4. Preventing behavior that may harm the honor or trust of the Company
 - Employees shall conduct themselves with moderation and dignity as sound members of society in their private lives as well as at work. Beyond the observance of laws and regulations, employees shall also not engage in actions that may result in harming the Company's honor or trust.

•Part Five

Responsibilities to Society

Recognizing our obligations as a corporate citizen, we will actively fulfill our corporate responsibilities to national and local communities.

1) Socially Benevolent and Cultural Activities

We shall contribute to activation of local communities, creation of a barrier-free society, development of arts and culture via support for artistic and cultural activities and the promotion of employees' participation in volunteer activities.

2) Education Regarding Moderate and Responsible Drinking

As a total alcoholic beverage provider, we shall have an awareness of our responsibilities towards society and undertake a commitment to educational activities to promote moderate and responsible drinking, including prevention of underage drinking and elimination of drunk driving.

3) Confrontation with Antisocial Powers

We shall confront firmly antisocial powers that may threaten civil society.

- We shall not give any illegal benefit to antisocial powers.
- We shall share all information regarding antisocial powers internally within the Group and establish a system for reporting and reacting to such powers.
- We shall endeavor to eliminate antisocial powers in cooperation with related industries and the local community and in keeping close contact with police and other related governmental authorities.

•Part Six

Responsibilities to the Global Environment

To put into practice our corporate mission of contributing to the creation of a sustainable society, we will actively seek to prevent pollution, recycle waste, and conserve energy in compliance with laws related to the environment, international standards such as ISO 14001, and our own Group Environmental Guidelines.

1) Observance of Laws, Regulations and Standards Relating to the Environment

We shall be actively committed to environmental conservation, observing related laws (including laws in connection with prevention of pollution, recycling of waste products and energy-saving) and ISO 14001 standards.

- 2) Commitment to Environment on Basis of Group Environmental Guidelines

In addition to observation of laws and ISO standards, we shall also comply with the Group Environmental Guidelines that we established voluntarily in an attempt to actively achieve higher standards.

3) Individual's Commitment in Daily Life

All employees, not just those working in departments directly related to the environment, shall be committed to environmental conservation on their duty as well as in private lives.

•Part Seven

Responsibilities to Governmental Institutions

We will maintain sound and neutral relationships with public servants and political organizations, refraining as a matter of course from any illegal actions as well as from activities that could be perceived as illegal or unethical.

1) Maintenance of Political Neutrality

1. Stance on election campaign

- Regarding election campaign, we shall not engage in any acts prohibited by the Public Offices Election Law, including any offer of dining and drinking, nor shall we cooperate with candidates involved in such activities. In addition, with the exception of a congratulatory telegram, we shall not offer any other celebration of elected officials.
- In order to ensure the freedom of choice of employees in terms of politics, during elections we shall not coerce employees to express support for a particular candidate in any way.

2. Prevention of illegal contributions to political parties

- All judgment regarding requirements for contributions to political parties or political investment groups, and purchase requests for fund-raising party tickets, shall be made separately and on an individual basis, and subject to compliance with the Political Funds Control Law and the Political Party Subsidization Law.

2) Prevention of Bribery, Hospitality and other Forms of Benefits to Government Officials

1. We shall not engage in any form of bribery of government officials or any activities that could be misinterpreted as such. In addition, we shall observe the National Public Service Ethics Law and National Public Service Ethics Code, and shall not offer any hospitality or other form of inappropriate benefits to government officials, or to persons who are treated as being government officials by specific legislation, if we have a "interested party" relationship with them.
2. Regarding government officials of foreign countries, we shall observe the provisions of the Unfair Competition Prevention Law and any applicable laws in the country concerned, and shall never engage in activities such as bribery or acts that could be misinterpreted as bribery.

•Part Eight

Responsibilities to Shareholders and Investors

We will strive to maximize shareholder's interests by earning appropriate recognition in capital markets through fair and timely disclosure of corporate information and through positive investor relations activities.

1) A Steady Return on Investment for Shareholders

With a shareholders-oriented viewpoint, we shall endeavor to improve the financial results of the Company and enable shareholders to receive a steady return on their investments.

2) Fair and Transparent Financial Reporting

Accounts shall be organized in accordance with generally accepted accounting principles, the Commercial Code and other related regulations, enabling the fair and transparent reporting of financial results, together with maintaining trust in the financial audit of the Company.

3) Disclosure of Information

We shall provide fair and appropriate disclosure through observance of the Commercial Code, Securities and Transaction Law and other related laws and regulations.

4) Proactive Investor Relations Activities

We shall provide information proactively and fairly regardless of whether such information is required to be disclosed by provisions of applicable laws and regulations, as long as such disclosure is necessary and sufficient for appropriate evaluations of the Company in capital markets or for proper judgments by shareholders and investors.

5) Prevention of Insider Trading

Executives and employees of the company shall not engage in any activities that breach insider trading regulations or that could be suspected of breaching such regulations.

●Section Three

Implementation Guidelines

*The above is an abridged version of the Rule and not the complete text of it.

System for Promoting Compliance

The Legal Management Department is in charge of compliance for the whole Group. A Legal Promoter is appointed to each company workplace and affiliate to promote education and awareness of compliance in each location.

In addition, the Audit Department and Legal Management Department conduct internal audits of each business unit and all affiliates, managing the process of confirming corporate compliance.

Thorough Compliance Implementation

In addition to the implementation guidelines below, the company conducts seminars on compliance during training for new recruits, newly appointed supervisors and at other opportunities. Directors of the company take seminars conducted by an outside lawyer on the issues of compliance.

As well as these mechanisms, the company organizes an annual survey regarding the level of recognition of the *Asahi Breweries Group Business Ethics Rule* and understanding of compliance in order to measure and analyze the degree to which they have been adopted by employees and identify any related problems.

Implementation Guidelines

1. Appointment of Legal Promoters

As part of the mechanism for promoting compliance within the company, Legal Promoters (LP), and when necessary Senior Legal Promoters (SLP), have been appointed to each business unit.

The method for placing these personnel and their function is prescribed by a separate document.

2. Ethics Rule Training

The General Affairs Department at each business unit conducts training regarding compliance based on the ethics rule at least once each year. The status of each implementation is reported to the General Manager of the Asahi Breweries' Legal Management Department.

3. Distribution of Self-check Cards

All personnel who are subject to the ethics rule are asked to carry a self-check compliance card at all times (the format is prescribed in a separate document). Personnel can refer to this card when necessary.

4. Submission of a Pledge

1) All personnel who are subject to the ethics rule with the exception of Corporate Auditors are asked to submit a pledge regarding their observance of the ethics rule.

2) These pledges are revised within two months of the guidelines being amended. All employees submit these pledges within two months of joining the company.

3) The pledges are made to the following people:

Asahi Breweries, Ltd. to the President

Affiliates

Executives and employees: to the President (with the exception of the Chairman, the President and Corporate Auditors)
Chairman and President: to the Chairman of the Board of Asahi Breweries, Ltd.

5. Dealing with Breaches of the Ethics Rule

When a breach of the ethics rule occurs, it is dealt with in proportion to the nature and level of the breach and in accordance with the company's employment regulations.

In addition, the person involved in illegal activity may be liable to punishment under various laws, both as part of a legal entity (as part of a company) and as an individual. In the case of Directors, in accordance with the Commercial Law, the burden of responsibility is particularly heavy.

Furthermore, if a person has caused financial losses to the company, he or she may separately be subject to disciplinary action and liable under various laws and may receive a demand for compensation from the company.

6. Amendments of the Ethics Rule

When the company believes that the ethics rule needs amending either because of changes in laws or due to changes in the company's approach to these issues, they may be amended. Amendments are proposed by the Corporate Ethics Committee and then are subject to approval by the Management Meeting.

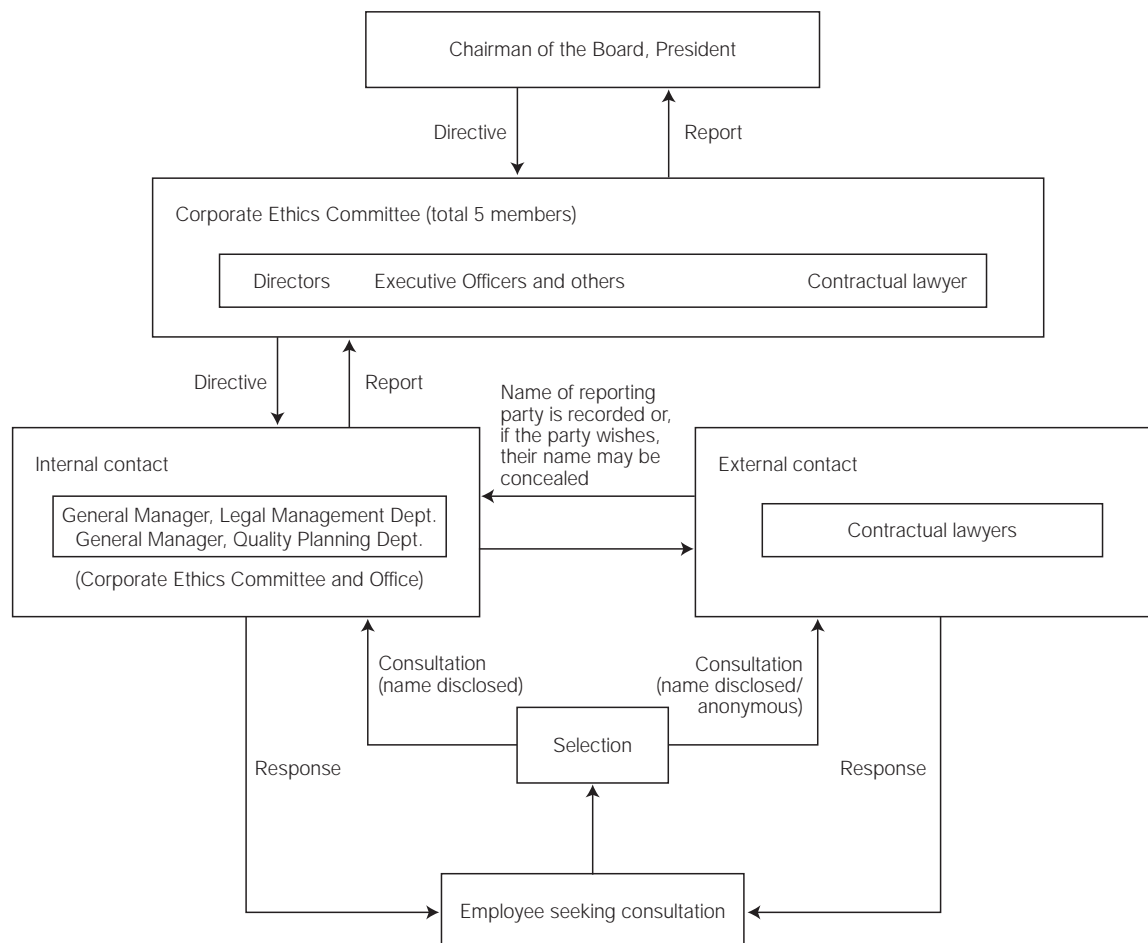
Additional Clause

The ethics rule will be amended and implemented on December 1, 2003.

Clean Line System

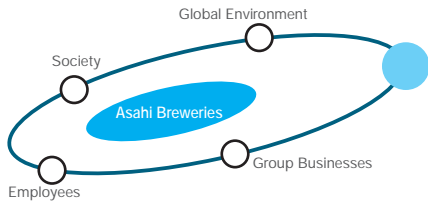
In January 2003, a Clean Line System (in-house reporting system) was established. This system allows for the protection of employees who report information regarding a problem that has arisen within the company, while an investigation of the veracity of the information is undertaken.

In 2003, six cases were handled through the Clean Line System.



Current ISO 9000 Certification Status

Asahi Breweries, Ltd.	Head Office	June 2000	The Nikka Whisky Distilling Co., Ltd.	Sendai Distillery	November 1999
Asahi Breweries, Ltd.	Hokkaido Brewery	July 1999	The Nikka Whisky Distilling Co., Ltd.	Kashiwa Plant	March 1999
Asahi Breweries, Ltd.	Fukushima Brewery	September 1999	The Nikka Whisky Distilling Co., Ltd.	Hirosaki Plant	August 2000
Asahi Breweries, Ltd.	Ibaraki Brewery	July 1998	The Nikka Whisky Distilling Co., Ltd.	Nishinomiya Plant	December 2001
Asahi Breweries, Ltd.	Nagoya Brewery	July 1998	The Nikka Whisky Distilling Co., Ltd.	Hokkaido Distillery	January 2002
Asahi Breweries, Ltd.	Suita Brewery	May 1997	Asahi Cargo Service Tokyo, Ltd.	Head Office	November 1999
Asahi Breweries, Ltd.	Nishinomiya Brewery	July 1998	Asahi Cargo Service Osaka, Ltd.	Head Office	January 2001
Asahi Breweries, Ltd.	Shikoku Brewery	June 1999	Asahi Cargo Service Kyushu, Ltd.	Head Office	October 2003
Asahi Breweries, Ltd.	Hakata Brewery	June 1998	Nippon National Seikan Co., Ltd.		April 2000
Asahi Breweries, Ltd.	Kanagawa Brewery	June 2003			
Asahi Soft Drinks Co., Ltd.	Kashiwa Plant	March 1999			
Asahi Soft Drinks Co., Ltd.	Akashi Plant	March 1999			
Asahi Soft Drinks Co., Ltd.	Hokuriku Plant	December 1998			



Commitment to the Customers

4 Inquiries from Customers

A Customer Relations Office has been set up to manage requests, comments and complaints from customers via a toll-free telephone number and the company's website. The means of contacting the Customer Relations Office is well publicized, as contact details are carried on all products and advertising materials. Information received from customers is recorded in an internal system and made available to top management down to all company employees so that it can be leveraged in the company's business activities.

4 Management of Personal Information

Personal information taken from customers is not used for any other purpose than that for which it was originally obtained, in accordance with *Asahi Breweries Group Business Ethics Rule*. Information received via the company's website is subject to particularly careful handling in accordance with the company's website privacy policy. In addition, to ensure strict management of personal information, all employees are provided with an *Information Management Handbook*, which stipulates how personal information should be managed in a detailed manner.

4 Observing Consumer-related Laws/Problems in Consumer Relations

During the past three years, Asahi Breweries has not been in breach of the Door-to-Door Sales and Other Direct Sales Law, the Installment Sales Law, the Anti-Monopoly Law, the Pharmaceutical Affairs Law, the Gift Display Law, the Food Hygiene Law or any other consumer-related legislation. It has also not been subject to any judgments of the Fair Trade Commission or criminal proceedings. In addition, there have been no cases within Japan in which the company was a defendant in legal dispute with a consumer.

4 Ensuring Appropriate Labeling

A Public Expression Committee comprising members of all related departments is responsible for conducting checks of expressions used on company products and in pamphlets to avoid misleading, confusing expressions or giving grounds for customers to misunderstand products and advertising materials. In addition, the company also makes use of an Advertising Expression Checklist to ensure that no inappropriate expressions are being used.

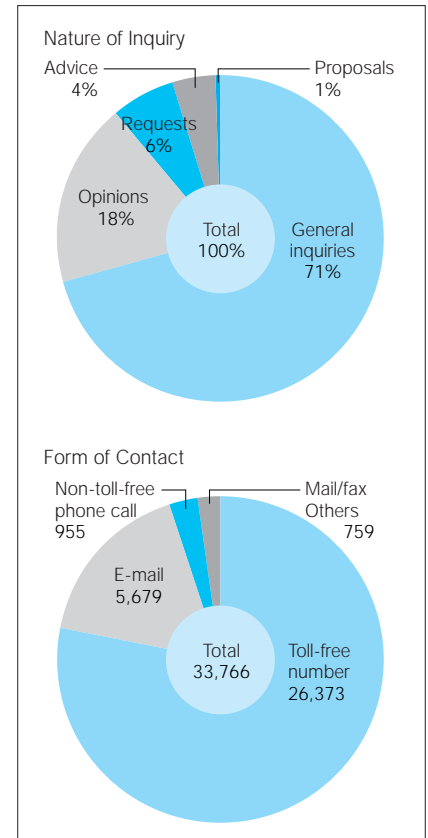
4 Providing Information to Customers

Asahi Breweries provides pamphlets regarding the company's products, and guidebooks regarding sensible drinking on the company's website. These are also sent by mail to customers who request them.

4 Consideration for Universal Design

- In order to allow visually challenged customers to distinguish alcoholic drinks products from soft drinks, the company has ensured that the Braille for "Alcohol" is printed on the top of all canned products.
- In order to prevent people from mistakenly drinking a liquid placed inside a used beer bottle, a warning on the aluminum cap of the company's extra large beer bottles says that the contents should not to be drunk if the seal has been broken.
- On the shrink label of Steiny bottles near the neck, Asahi Breweries has attached tape to help open the bottle and also an explanation of how to open the bottle to make it easier for customers.
- The company has also fitted beer and happoshu boxes with a pick-up gate to make it easier to take out one can at a time.

Feedback from Customers Contacting the Customer Relations Department in 2003



4 Advertising Expression Checklist

Last revised May 23, 2000

Advertising Expression Checklist

A. Regarding Social Ethics

1. The advertisement should be in accordance with society's mores, make sense, and be respectable. It should not include any expression that would betray our customers' trust.
2. It should be true and factual, with no exaggerated or mendacious expressions. Likewise, there should be no concerns that the advertisement may lead to misunderstanding.
3. It should not contain any expressions that excessively whet the appetite of minors to purchase the product.
4. The subject of the advertisement must not be unclear, and responsibility for all expressions used should be apparent.
5. It should not contain any expressions that slander or are libelous with respect to our competitors' products or those of other companies.
6. It should not contain any expressions that may offend public sentiments in a social sense:
 - Expressions that bluntly go against public morals.
 - Expressions of murder, torture, violent crime, or cruelty.
7. It should not contain expressions that are not appropriate from a perspective of manners and that may reduce a sense of cleanliness or healthiness.

B. Safety of Products and Sales-promotion Tools

1. The advertisement should not contain any behavior that would pose a danger to the consumer if imitated.
2. It should not contain any expressions that go against the concept of polite and appropriate approach to the drinking of alcohol (including any such sound effects).
3. It should not contain any expressions or scenes that might incite consumers to break bottles or shake up cans.
4. It should not contain any drinking shots that might encourage consumers to drink up in one go.
5. It should not contain any expressions that might encourage driving or the use of machinery after drinking.
6. It should not contain any expressions or scenes that display a dangerous way of using a beer glass.
7. It should not contain any expression or scene that exaggerates the safety issues of drinking.
8. It should not show anything that may compromise the safety of the elderly, young children, or babies.
 - There should be no expressions suggesting the product is a toy, such as images of the product being thrown, spun, or shook.
 - There should be no scenes depicting behavior that if imitated could be dangerous, such as opening multiple bottles in quick succession, banging bottles down on surfaces, or carrying a large amount of drinks in one go.
 - There should be no scenes depicting behavior that might adversely affect the product's quality or be dangerous, such as freezing the product, or placing it near incandescent material, etc.
 - There should be no shots showing a person drinking a whole can or glass from start to finish in one drink.
 - There should be no scenes that might be taken to imply that driving was taking place after drinking (for example, scenes showing a person to have driven to the place they intend to drink at).

- There should be no scenes that may lead to accidents, such as those showing people banging down glasses too hard or clinking glasses with excessive force.
- (Regarding non-visual expressions) There should be no expressions that embody the above categories either in sound or print.

C. Alcohol Problems

1. The advertisement should not contain any expressions that conflict with the regulation, "Consumption of alcohol by under 20 years of age is prohibited by the Japanese law."
 - The expression, "Alcoholic beverages should not be consumed by minors," should be displayed according to the regulations.
 - Minors should not appear in commercials.
 - The overall advertisement, including music and text, must not directly appeal to minors.
2. It should not contain any expressions that may encourage or induce consumers to drink and drive, drink while taking part in sports, before having a bath, or to swim while still under the influence of alcohol.
3. It should not contain any expression that might cause pregnant mothers or those breast-feeding to drink alcohol.
4. It should not contain any expressions that are related to dependency on alcohol.

D. Environmental Problems

1. The advertisement should not contain any expressions that go against recycling or environmental cleanup activities.
2. It should not contain any expressions that suggest the waste of energy in relation to our company's activities.
 - It should show the "Please recycle cans" Litter Prevention Mark* according to regulations.
 - The message, "Please return empty bottles to a place of purchase" should be shown (for Steiny bottles) according to regulations.
 - It should not contain any expressions or scenes related to the destruction of the environment.

E. Human Rights Issues

- The advertisement should not contain any expressions that show discrimination on grounds of gender, region, race, disability, nationality, occupation, education, political persuasion, religion or lineage.

F. Observing Related Laws

1. The advertisement should not contain any expressions that are against laws and regulations, such as the Anti-Monopoly Law, the Gift Display Law, the Law for the Prevention of Unfair Competition, and the Fair Competition Code.
2. It should be confirmed that Asahi Breweries is in accordance with the Law on Alcohol Tax, the Law on Unions in the Alcoholic Beverages Industry, the Food Hygiene Law, the Law on Improving Nutrients, and other relevant regulations.

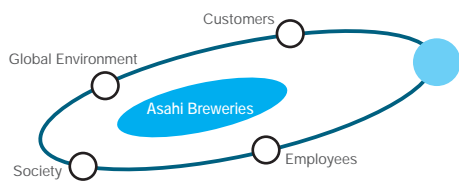
Advertisements are created based on the above list of requirements for expressions. As a principle, Asahi Breweries also does not use youth-oriented media to carry our advertisements, and it does not use media that conflict with the principles laid out in section A (certain radio and television programs, and magazines).

The company only broadcasts on television (including cable and satellite channels) and radio between the following times.

- <Television> Monday-Friday 6 P.M.-5 A.M.
Saturday, Sunday, Public Holidays 12 P.M.-5 A.M.
- <Radio> Everyday 12 P.M.-5 A.M.



*Litter Prevention Mark



Commitments through Business Activities

Asahi Breweries Basic Purchasing Policy

As part of the company's Corporate Philosophy, Asahi Breweries is committed to contributing to the promotion of healthy living and the enrichment of society worldwide as it provides high quality products and services. The members of the procurement departments at Asahi Breweries' head office (the General Affairs & Secretary Department, SCM Department, and the Procurement Department) are committed to realizing the Corporate Philosophy in their procurement activities.

In addition, the company is striving to encourage its own and its partners' employees to consider their individual commitment to the environment as part of efforts to create a better society.

Procurement Page

<http://www.asahibeer.co.jp/english/procurement/index.html>

Basic Purchasing Policy

Basic Purchasing Policy

- In all purchasing, Asahi Breweries is committed to observing both the letter and the spirit of all relevant laws and maintaining high ethical standards in all its activities.
- Asahi Breweries selects products offered according to a combined evaluation of quality, cost, and delivery schedule.
- Asahi Breweries has a fair, just, open and straightforward system for engaging suppliers both within Japan and abroad.
- Asahi Breweries strives to fulfill its social responsibility as a company with regards to preservation of natural resources and environmental conservation in its procurement.

Fairness and Justice

- Asahi Breweries provides fair and just opportunities for organizations wishing to become suppliers to Asahi Breweries both within Japan and abroad.
- When deciding upon a supplier, Asahi Breweries considers not only the quality, cost and delivery schedule of a potential supplier's product, but it also evaluates the company's stance and technology.
- When asking for a quotation from a potential supplier, Asahi Breweries provides all relevant information and conditions; it does not provide any supplier with advantageous information.

Confidentiality

- Asahi Breweries will not disclose to external parties any information or technology provided by suppliers without the prior express consent of the supplier. Regarding the disclosure of such information and technology within the company, this is limited to those personnel requiring access to the information.
- Asahi Breweries does not develop supplier relations with the intent of collecting information or technology. Quotations and technical inquiries by personnel in charge of procurement are strictly limited to those items Asahi Breweries is considering for purchase. The company asks, however, that these activities be excused in cases where the purchase is not completed.

Procurement

- Asahi Breweries ensures that personnel in charge of purchasing have no personal interests or ties with any supplier. Should such interests exist, the company will appoint a new staff member in charge.
- Asahi Breweries ensures that personnel in charge of purchasing do not receive gifts or personal financial considerations from any supplier. Purchasers may not demand others to give donations, etc.
- Purchasers may not abuse their position as a customer to obtain unfair reductions in price or services.

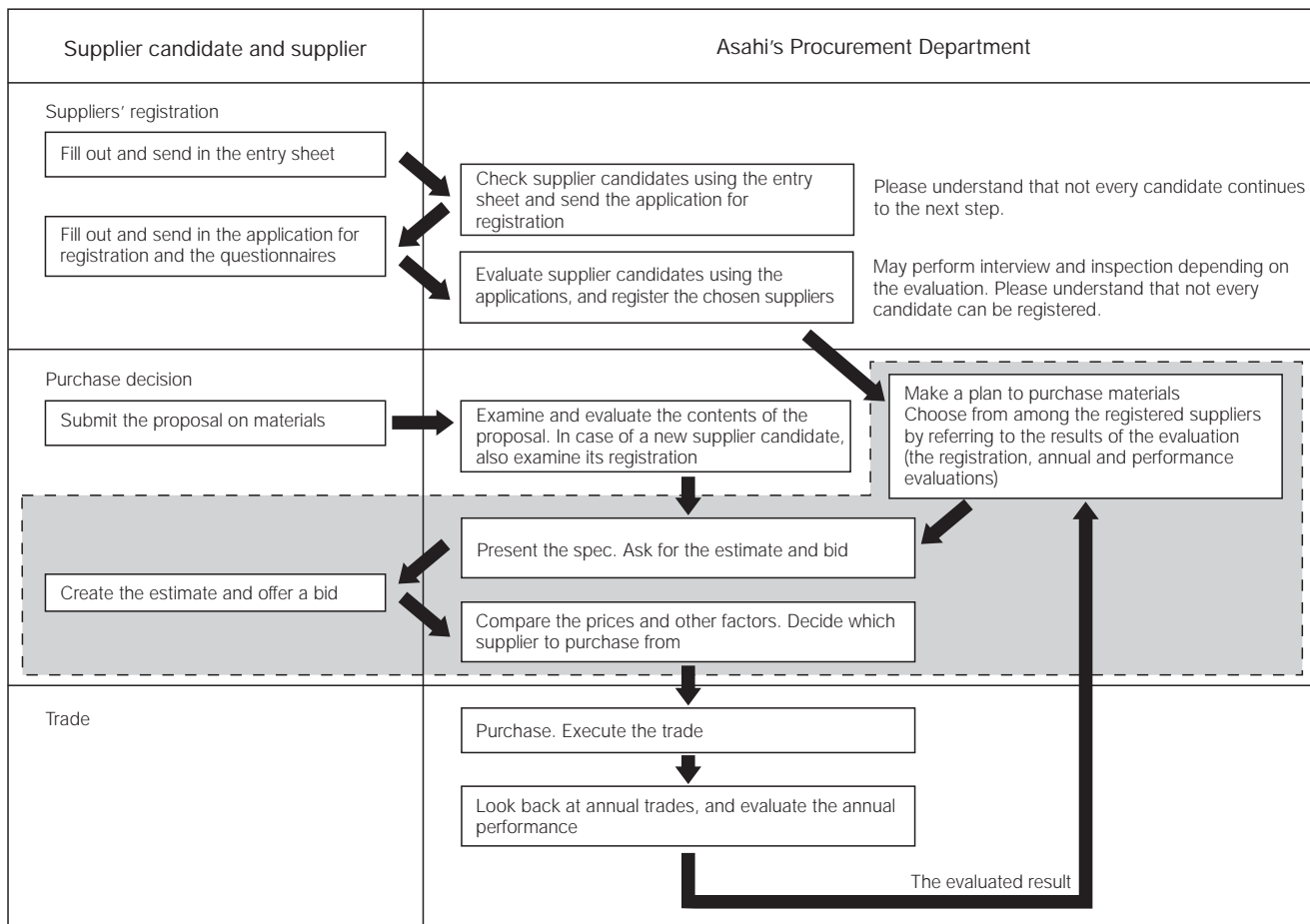
Consideration of Responsibilities to the Environment and Society

- Asahi Breweries recognizes that in order "to realize a sustainable society," the company must be actively committed to tackling environmental problems and fulfilling its social responsibility. To this end, the company believes it must work together with suppliers to gain their understanding and co-operation to fulfill its corporate mission.
- Asahi Breweries asks all potential suppliers to complete both an Environmental Questionnaire and a Social Responsibility Questionnaire. The company takes a potential supplier's commitment to the environment and its social responsibility into account when making a selection.
- Asahi Breweries also asks suppliers to complete both an Environmental Questionnaire and a Social Responsibility Questionnaire at regular intervals after being appointed. The company is committed to encouraging its suppliers to support its environmental objectives as much as possible, with a view to creating a sustainable society. In this way, the company also believes it can build long and trusting relationships with its suppliers.

Departments in Charge of Procurement and the Main Products Purchased

Department	Types of goods	Main Items
General Affairs & Secretary Department	Office products	Copier paper, stationery, etc.
SCM Department	Basic marketing materials	Printed material, point-of-purchase advertising, etc.
Procurement Department	Raw materials	Malt, hops, corn grits, corn starches, etc.
	Supplies	Beer bottles, crowns, labels, cans, cartons, heavy oil, etc.
	Supplementary supplies	Diatomaceous earth, silicon dioxide, filters, etc.

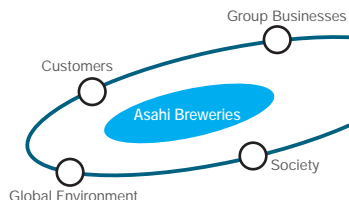
1 The Flow Chart of the Business Procedure



The above flow chart is a typical model case. Actual procedures may vary depending on the item. In addition, certain parts of the selection procedure may make use of ARIBA on occasion (the shaded sections).

1 Fulfillment of Contractual Obligations

Regarding the payment of suppliers, there were no instances of penalty clauses being invoked by suppliers. All payments were made according to the stipulations of the contracts, on time and by the agreed upon method.



Commitment to Employees

Recruitment Information

Full-time employees			Average age	Average years with the company	Turnover rate	Average annual salary
As of the end of December 2003	Male: 3,249	Female: 530	39.0	12.5 years	0.9%	8,159,281 yen

Employees in supervisory positions (excluding Senior Officer and above)			Female Directors	Union members	
As of the end of December 2003	Male: 1,223	Female: 16	1	Male: 1,923	Female: 513

Hiring of New College Graduates

	Male	Female
Fiscal 2003	37	3

Performance Reviews

The standards by which personnel are evaluated are made available to all employees. Performance reviews consist of primary and secondary review stages. For personnel in the research units, these reviews are carried out by colleagues, assistants, and subordinates as well as by supervisors. So that employees can fully accept the results of their performance reviews, superiors explain them thoroughly and give feedback to employees.

Training

	Fiscal 2003
Number of training days on average per employee	0.8 days
Amount spent on education, seminars on average per employee per year	91,600 yen

(1) The average number of training days only includes training organized by the Training & Education Department at the company's head office. In addition to the training programs listed here, each department and business units conducts professional training.

1. Self-study programs
 - Selective Training
2. Rank-based programs
 - Introductory training for new-recruits
 - Training for newly appointed supervisors (producers)
 - Training for supervisors (chief producers)
 - Training sessions for newly appointed branch managers
3. Optional programs
 - Asahi Super Training Camp 1
 - Asahi Super Training Camp 2
4. Skill-based programs
 - Training seminars for Small and Medium Enterprise Management Consultants

(2) The amount spent on education and training per year includes departmental training sessions, off-site training, workplace training and systems for supporting employees obtaining qualifications.

4 Measures against Sexual Harassment

Asahi Breweries' manual on the prevention of sexual harassment has been made available via the company's intranet to enable employees to view it at any time. The company is also actively raising awareness of such issues by conducting educational seminars and employee training. In addition, when there is a complaint of sexual harassment, the company is committed to protecting the privacy of all concerned in the complaint and to investigate it quickly so as to prevent the person bringing the complaint from suffering any disadvantages as a result. When grounds for the complaint of sexual harassment are established, company rules prescribe harsh measures.

4 Employment of the Physically Challenged

The recruitment process is designed such that disabilities will pose no disadvantage to a candidate. Physically challenged people are recruited on the different terms as able-bodied candidates. Asahi Breweries has also created and updates a recruitment manual and guidelines, and is committed to creating a workplace in which physically challenged people can fulfill their potential. At the end of December 2003, 2.01% of the workforce was physically challenged.

4 Considerations for the Working Conditions of Physically Challenged Personnel

In order to assist physically challenged personnel in long-term work, and with regard to hiring personnel with learning difficulties, the company maintains regular contact with the employee's previous school or job center. The company has a strict policy of limiting access to personal information regarding disabilities and illnesses. Such information is only disclosed to those members of staff who need the information for their work duties, such as immediate superiors, after ascertaining that it is confidential.

Asahi Breweries is committed to providing the following equipment at the places of work of physically challenged employees:

Support for the physically challenged	Removing differences in floor levels; providing and improving elevators; providing equipment to make mobility easier; installing wheelchair friendly toilet facilities
Support for the visually challenged	Providing Braille guides at all facilities
Support for the hearing challenged	Organizing sign-language seminars (including those run by labor unions, associations and volunteer groups); installing communication whiteboards; using facsimile and e-mail instead of telephone

4 Employment of Foreign Nationals

As well as recruiting foreign nationals via the company's regular recruitment procedure, Asahi Breweries also recruits foreign nationals with specific specialist, technical or linguist knowledge directly. When working visas are required, the company will conclude the required work contract, reference papers and provide details of the reason for which the person is being employed in the required format. The company helps to create a comfortable work environment for foreign nationals.

4 Current Status of Labor Unions

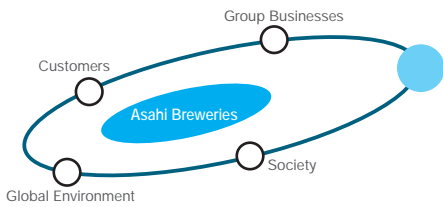
Labor unions have been formed at Asahi Breweries, Ltd. and certain affiliates. There have been no noteworthy issues regarding labor relations.

4 Conducting the Employee Satisfaction Questionnaire

Asahi Breweries conducts an Employee Satisfaction Questionnaire each year to assess the personnel structure and motivation within the company. Results of this questionnaire are reported to management and also actively used in improving the personnel structure.

4 Child Labor and Forced Labor

There have been no issues with child labor or forced labor.



Commitment to Employees

4 Reemployment of Retired Staff (over 60 years of age)

When employees wish to return to work, and the company sees the need for their skills, Asahi Breweries will re-engage staff after retirement.

4 Considerations for Maternity, Child and Other Family Care Activities

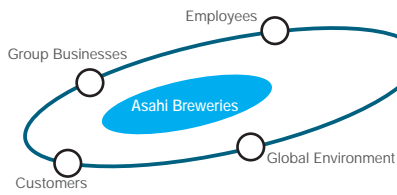
Employees are allowed up to 14-weeks absence for pre- and post-natal care; during this leave a portion of their salary will be paid. Leave for childcare is permitted up to 12 months. This is available to male employees as well.

Leave to care for family members is limited to up to 12 months within a two-year period from the start of such care activities. During this leave, the company will pay a bonus and provide some benefits to supplement an income.

In addition to standard annual leave, Asahi Breweries provides special leave for care purposes as well as allowing employees the choice to change their working schedule during such child or other care activities, for a shortened working hour system and a re-employment system.

4 Various Systems

Accrual system for unused annual paid leave	Asahi Breweries has set the top limit for paid holidays at 40 days. They can be accumulated up to that level and used for the employees' own sick days or for taking time off to look after family members.
Half-day leave system	A system whereby paid holidays can be taken and acquired in half-units.
Asahi Nice Life Holidays—paid leave for volunteers	System to grant employees up to 12 days of paid holiday annually to perform voluntary activities. (In 2003, these accounted for 13 days' holiday.)
Flexible work hour system	As long as employees fulfill a certain number of working hours, they are able to independently decide when they start and finish work each day.
Childcare leave system	System to grant employees leave when they have children under the age of one year. (In 2003, 21 people used this system.)
Exemption from full working hours for child care	System for granting employees a reduced working schedule when they have children under school age. (It is possible to use accumulated holidays either as whole-day or half-day holidays.)
Family-care leave system	System for granting employees who provide care for a relative up to one year off work within a two-year period, and the ability to start or leave work two hours earlier or later than usual. (Accumulated holidays can be used in half-day units.)
Re-employment system for retired employees	Employees who meet the requirements, have worked for at least three years and left due to child-care, other family care duties or for similar reasons, can be re-hired.



Commitment to Society

1 Strategy Regarding Cultural and Social Activities

Asahi Breweries aims to contribute to the promotion of healthy living and the enrichment of society worldwide by its involvement with cultural and social activities. In this way, the company gains society's trust and can share in society's happiness.

Guidelines for Activities

1. Try new and unknown activities in order to continue to disseminate high quality cultural experiences.
2. Take communication with society seriously and deepen mutual understanding with society.
3. Fulfill the social role by participating in social activities.
4. Contribute to the creation of the culture of the future by the promotion of culture and patronage of the arts.
5. Promote employee participation in social and cultural activities. Try to create a new corporate spirit.

Priority Areas

1. Contributions to the development and spirit of the local communities
2. Contributions to promote and disseminate art and culture
3. Contributions to the conservation of the global environment
4. Contributions to the development of global society

1 System for Supporting Employees' Volunteer Activities

- Introduce volunteer vacation system
- Create more opportunities for employees and volunteer groups to link up by providing information regarding various volunteer activities in the company newsletter and via the corporate intranet
- Provide opportunities for employees to try volunteer activities for themselves
- Support the formation and activities of volunteer groups inside the company
- Assist employees' volunteer activities financially
- Bear the cost for volunteer insurance for all company-sponsored programs
- Establish a corporate social contribution system whereby the company converts employees' volunteer activities into points corresponding to a corporate donation (Asahi Eco Mileage scheme: for more details please refer to P. 23–24 of the *Asahi Breweries Group CSR Report*)

Support Activities

In fiscal 2002, including patronage of cultural activities, the total cost of directly organized or indirectly supported activities contributing to society was equivalent to approximately 2.53% of the previous three years' average net profits (manpower and products provided have been converted to their pecuniary equivalent, and this figure includes contributions to charitable organizations and trusts). Asahi Breweries also supports employees' own contributions and voluntary participation through its matching gift system whereby the company contributes a sum equal to the original employee donation. The company has also set up the Asahi One Beer Club, a voluntary membership donation scheme run by employees, and the Asahi Eco Mileage scheme that is based on the concept of a local currency. Results for 2003 in this area are shown below.

Results of Asahi One Beer Club Donations for 2003

(as of the end of April 2004)

Number of members of the Asahi One Beer Club (people)	369
Recipient	Sum
Nippon Volunteer Network Active in Disaster	100,000 yen
Wheelchair Social Dance Association	100,000 yen
First Step	100,000 yen
Apsara	100,000 yen
Koganehara Welfare Association	100,000 yen

Asahi Eco Mileage Contributions by Business Unit for 2003

(January–December 2003)

Number of registrations for Asahi Eco Mileage (cases)	1,436
Total Eco Points (pints*)	24,163.75

*Pints are the units used to quantify employees' volunteer activities.

Business unit	Eco Mileage contribution	Recipients
Hokkaido Brewery	40,000 yen	Sapporo Sports Promotion Association for the Physically Challenged
Tohoku Regional Headquarters	37,550 yen	Sendai New Century Promotion Fund
Akita Branch	28,048 yen	Akita Red Cross Children's Hospital
Aomori Branch	25,136 yen	Shirakami Mountain Preservation Society
Kanagawa Brewery	4,474 yen	Contribution to dolphin therapy
Kyushu Regional Headquarters	4,181 yen	Contribution to dolphin therapy
Nishinomiya Brewery	3,345 yen	Contribution to dolphin therapy
Suita Brewery	7,565 yen	Contribution to dolphin therapy
Niigata Branch	3,151 yen	Japan International Volunteer Center
Gunma Branch	12,400 yen	Social Welfare Organization, Gunma Inochi no Denwa
Shikoku Brewery	28,255 yen	Kamitsubo Junior Volleyball Club
Total	194,105 yen	

Projects in Cooperation with NPOs and Volunteer Groups

Project title	Details
World Culture Caravan (Tokyo version)	Together with the help of NGO groups supporting developing countries such as the Japan International Volunteer Center and Hunger Free World, the company held a program of events to deepen international understanding. One of the events, Cookery Edition, was held in conjunction with Kikkoman Corporation.
World Culture Caravan (Nationwide version)	Held in Saga in 2001, in Kumamoto in 2002 and in Oita in 2003, this is a program for holding events open to the public specifically in provincial cities where few such events are held. Representatives of NGOs and NPOs joined the organizing committee and the general public was given an opportunity to enjoy learning about international cooperation, something that is often difficult to take part in.
Special sponsorship of Nonprofit Sector—Business Sector Collaboration Forum	Held in Tokyo on December 2, 2003. Topic: <i>What are NPOs and corporations aiming for now?</i>
Asahi Lobby Concerts	Sapporo: Sapporo Artist in Residence Osaka: Arts Staff Network
Arts Workshop	Meats Café "Inari Sagei" (Jinkuro Inari in Okayama City; Kamino-machi Hall)
Ishigaki Island Eco Volunteers	Held in April 2001 and April 2002. In May 2004, in conjunction with the WWF (World Wildlife Fund), employees took part in cleanup activities at Shiraho beach and the planting of a mangrove.

4 Welfare Support Activities

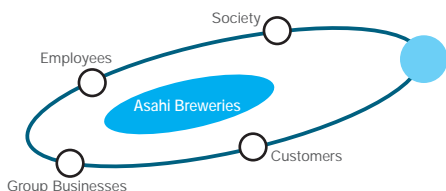
Activities	Recipients
Supporting welfare groups	Tokyo Colony, Japanese Council of Social Welfare, Sapporo City Toyohira-ku Social Welfare Association, Kagawa Social Welfare Association, Osaka Social Welfare Association, Tokyo Volunteer Activities Promotion Center, Kochi Prefecture Social Welfare Association, Fukuoka City Social Welfare Association
Regular volunteer visits by employees to children's homes and nursing homes	Salvation Army Bright World Hostel (Tokyo), Tokyo Children's Home Family Center, Wajiro Seisho-en (Fukuoka), Hitsujigaoka Children's Home (Sapporo), Sumida-ku Special Nursing Home Tachibana Home, Hanamizuki Home, Tokyo Seifu-en (Tokyo), Mother and Child Life Assistance Facilities Petania Home, Kodomo no Ie (Kochi), Sayuri Gakuen (Sendai), Keiai Gakuen (Kagawa), Asunaro Gakuen (Kanazawa), Asunaro Gakuen (Matsuyama)
Communication program for children from children's homes to travel together with employee volunteers	Salvation Army Bright World Hostel (Tokyo), Tokyo Children's Home Family Center, Wajiro Seisho-en (Fukuoka), Hitsujigaoka Children's Home (Sapporo), Ibaraki Children's Home, Kodomo no Ie (Kochi), Sayuri Gakuen (Sendai), Keiai Gakuen (Kagawa), Tokyo Seifu-en (Tokyo), Asunaro Gakuen (Kanazawa), Asunaro Gakuen (Matsuyama)
Sports events for the physically challenged, support for charity concerts and bazaars	Wataboshi Music Festival, Wataboshi Storytellers Competition, Electric Wheelchair Soccer, Variety Project, The Bank for the Physically Challenged, My Heart Welfare Exhibition and others; Cooperated with the creation of Braille books and books on tape through the Japan Philanthropic Association; Cooperated on welfare for orphans of traffic and maritime; supported Ashinaga
Support for refugees and disaster victims	Invited victims of the Great Hanshin Earthquake on a tour including dolphin therapy; Provided support for the Miyake Island Disaster Support Center (donations and drinks for the islanders' meetings); Flood Disaster Fund for Czech Republic

4 Cultural Support Activities

Events	Details
Asahi Art Festival	An arts festival set up through the loose cooperation between arts NPOs from around Japan and citizens groups. An art project that makes it easy for anyone to enjoy taking part.
Asahi Lobby Concerts (14 events)	Concerts that anyone can enjoy in the lobby of the company's head office or breweries.
Asahi Beer Food Culture Seminars <i>Slow Life - Slow Food</i> * (5 events)	Seminars to learn in an enjoyable and tasty way about food and culture surrounding food. *Unlike instant or processed foods, slow foods are foods prepared from mostly natural ingredients, cultivated with great effort over long periods of time.
Asahi Art Collaboration (art exhibition) TREASURE for TREASURE: A Treasure Exchange Project	Art exhibitions that have been held annually since 2000 on the theme of new meeting points between society and art. In 2003, an exhibition entitled TREASURE for TREASURE: A Treasure Exchange Project was held.
P3 Café Night* (21 events) *Name changed to Asahi Café Night from 2004.	An arts café night where people can listen to live music and watch films.
art nova (4 events)	A place where people can enjoy performances with a beer in one hand.
Asahi Beer Music Caravan (6 events)	A new way to enjoy the arts, these are concerts in which everyone takes part to create the music.
<i>Asahi Breweries MÉCÉNAT</i> (3 issues)	A newsletter that introduces the company's activities involving patronage of the arts from a range of different angles (distributed for free).
Support of the Arts and Culture	Various events and groups including the First Arts NPO Forum in Japan, Tokyo International Arts Festival, Echigo-Tsumari Art Triennial, Arcus Project 2003, Japan Contemporary Dance Network Nationwide Tour: Let's Go Dancing! and Committee of Sapporo Artist in Residence

4 Number of Participants in the Company-wide Environmental Cleanup Activities

	(people)			
	2000	2001	2002	2003
	6,002	5,382	3,824	5,462



Overview of Environmental Activities for 2003

Consolidated Performance Data for Seven Affiliated Production Companies

Asahi Breweries, Ltd., Asahi Soft Drinks Co., Ltd., The Nikka Whisky Distilling Co., Ltd., Asahi Food & Healthcare Co., Ltd., Asahi Beer Winery, Ltd., Asahi Beer Malt, Ltd., Nippon National Seikan Co., Ltd.

		2002	2003	Amount of reduction
Amount of fuel purchased (crude oil equivalent)	Petroleum-based liquid fuel (kl) (1)	46,481	38,486	7,995
	Gas (kl) (1)	77,465	76,609	856
	Total amount of fuel purchased (kl)	123,946	115,095	8,851
(energy equivalent)	From petroleum-based liquid fuel (GJ) (2)	1,777,045	1,470,184	306,861
	From gas (GJ) (2)	2,968,731	2,964,693	4,038
	Total amount of energy purchased (GJ)	4,745,776	4,434,877	310,899
Amount of electricity purchased	Amount purchased (thousand kWh)	423,122	402,469	20,653
Amount of CO₂ emissions (from fuel and electricity)	Amount emitted from fuel (tons CO ₂) (3)	293,102	256,039	37,063
	Amount emitted from electricity (tons CO ₂) (4)	172,211	163,805	8,406
	Total (tons CO ₂)	465,313	419,844	45,469
Amount of water consumption	Amount of water consumption (thousand m ³)	24,370	22,420	1,950
Waste products	Amount produced (tons)	411,793	380,187	31,606
	Amount recycled (tons)	409,700	380,135	29,565
	Percentage recycled (%)	99.49	99.99	0.49
Atmospheric emissions	NO _x (tons)	249	196	53
	SO _x (tons)	53	61	-8
Discharge into waterways	Water discharge (thousand m ³)	20,910	17,867	3,042

*Since all shares of Asahi Beer Pax Co., Ltd. have been transferred to Ishizuka Glass Co., Ltd., as of 2003 this company is no longer part of the consolidated accounts.

*In this year's accounts, the coefficient for CO₂ emissions has changed. It is now applied to the amount of energy used rather than the amount of energy generated. Data for fiscal 2002 have been adjusted accordingly.

(Method of calculation)

■ Amount of fuel purchased

(1) Amount of fuel or gas used at each company × the average amount of energy produced for each fuel ÷ the average amount of energy produced for burning crude oil

Examples:

In the case of A-grade heavy oil:

Amount of A-grade oil consumed (l) × 39.1 (MJ/l) ÷ 38.2 (MJ/l) ÷ 1,000 = crude oil equivalent (kl)

In the case of city gas:

Amount of city gas consumed (Nm³) × 41.1 (MJ/Nm³) ÷ 38.2 (MJ/l) = crude oil equivalent (kl)

(2) Amount of fuel or gas used at each company × the average amount of energy produced for each fuel

■ Amount of CO₂ emissions (tons CO₂)

(3) Amount of energy produced × carbon emissions coefficient × 10⁻⁶ × 44 ÷ 12

Examples:

In the case of A-grade heavy oil:

Amount of A-grade heavy oil consumed (l) × 39.1 (MJ/l) ÷ 18.898 × 10⁻⁶ × 44 ÷ 12

In the case of city gas:

Amount of city gas consumed (Nm³) × 41.1 (MJ/Nm³) × 13.951 × 10⁻⁶ × 44 ÷ 12

(4) Amount of electricity purchased × electricity generation coefficient × 44 ÷ 12

(Note)

Calculations for Asahi Breweries, Ltd. alone are made according to the following method:

1. We take the highest amount of energy produced for each fuel as the coefficient for calculating the amount of total energy produced.

2. The CO₂ emissions coefficient for emissions from the generation of electricity is set as the amount used rather than the amount generated.

Consolidated Performance Data for Four Affiliated Logistics Companies

Asahi Cargo Service Tokyo, Ltd., Asahi Cargo Service Nagoya, Ltd., Asahi Cargo Service Osaka, Ltd., Asahi Cargo Service Kyushu, Ltd.

		2002	2003	Amount of reduction
Distance traveled	Distance traveled (thousand km)	12,903	10,965	1,938
Amount of fuel purchased	Light oil (kl)	3,437	4,095	-658
	CNG (thousand m ³)	117	171	-54
	LPG (tons)		1,467	-1,467
	Gasoline (kl)		69	-69
	City Gas (thousand m ³)		1	-1
	Oil (kl)		8	-8
Amount of electricity purchased	Amount purchased (thousand kWh)	7,991	16,456	-8,465
CO₂ emissions (fuel and electricity)	Amount emitted from fuel (emissions related to transportation)	9,257	15,682	-6,425
	Amount emitted from electricity (tons CO ₂)	3,252	6,698	-3,446
	Total (tons CO ₂)	12,509	22,379	-9,870

*Based on the assumption that the coefficient for CO₂ emissions from light oil is 2,644 g/l.

*Based on the assumption that the coefficient for CO₂ emissions from CNG is 2,357 g/m³.

*Errors in the units used for last year's data for certain business units were discovered and have been corrected accordingly.

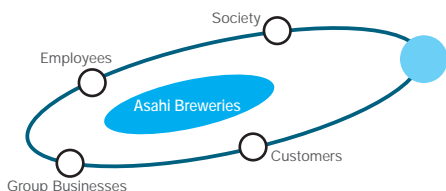
*As of fiscal 2003, the coefficient for CO₂ emissions has changed. It is now applied to the amount of energy used rather than the amount of energy generated.

*As a result of the deployment of the Asahi Eco Navigation System (a system for collecting information regarding the environmental burden of activities from all business units) in fiscal 2003, fuel consumption figures have been collected more comprehensively. This is why it appears that CO₂ emissions have risen significantly since fiscal 2002.

4 Completion Status of Targets for Environmental Maintenance and Improvement

Asahi Breweries, Ltd.

Targets for Environmental Maintenance and Improvement/Initial Medium-term Environmental Management Plan (established in 2000)	Goals for 2003	Results for 2003
<p>1: Sustained, 100% Recycling of All Waste Generated at Asahi Breweries Following the achievement in realizing 100% recycling of waste materials at all breweries in November 1998, Asahi Breweries will endeavor to increase the recycling ratio at the company's head office and the logistics/shipment centers.</p>	<ul style="list-style-type: none"> □ Achieve 100% sustained recycling of all waste products at all major production and logistics companies □ Improvement of the recycling ratio at the company's head office 	<ul style="list-style-type: none"> □ Continued to achieve 100% recycling at both major production and logistics companies □ Recycling ratio at the company's head office: 55.7% (2002), 50.7% (2003) Due to large reductions in the amount of recyclable waste created, in percentage terms the amount of unrecycled waste (for example organic rubbish) has increased. The amount of unrecycled waste has been cut by 7% compared to last year
<p>2: Promoting Energy-saving By 2004, the company will reduce unit consumption of "fuel + electricity" by 20% and the unit consumption of water by 18%, relative to the numbers recorded in 1990. There will also be reductions in the consumption of electricity and office paper at the company's head office.</p>	<ul style="list-style-type: none"> □ Deploy a co-generation system at the Kanagawa Brewery □ Reduce unit consumption of "fuel + electricity" by 22% compared to 1990 levels □ Reduce unit consumption of water by 23% compared to 1990 levels 	<ul style="list-style-type: none"> □ The co-generation system has been operational at the Kanagawa Brewery as of December 2003 □ Unit consumption of "fuel + electricity" has been reduced by 23.8% compared to 1990 levels □ Unit consumption of water has been reduced by 28.7% compared to 1990 levels
<p>3: Reduction of Greenhouse Gas Emissions Asahi will achieve a 22% reduction in the basic unit of CO₂ emissions by 2004, relative to the 1990 level.</p>	<ul style="list-style-type: none"> □ Reduce the basic unit of CO₂ emissions by 24% (compared to 1990 levels) 	<ul style="list-style-type: none"> □ Basic unit of CO₂ emissions has been reduced by 24.8% compared to 1990 levels
<p>4: Promoting Container Recycling The company will continue the returnable-bottle system as well as promote weight and size reductions of containers and packaging. Asahi Breweries will also endeavor to introduce new materials that can further reduce the environmental burden.</p>	<ul style="list-style-type: none"> □ Continue to improve Eco Points score for sales-promotion tools 	<ul style="list-style-type: none"> □ Eco Points (the ratio of environmentally friendly containers) finished slightly lower in 2003 at about 90% □ From 2004, the target was met since environmentally friendly explanations of how to dispose of containers was displayed on the paper and plastic cups, which currently account for about two thirds of the non-achieving sales promotion tools
<p>5: Improvement of the Environmental Management System Asahi's Fukushima Brewery obtained ISO 14001 certification in 1998. All of the breweries have been ISO 14001-certified since 2000 (except the Tokyo Brewery, which has been relocated), and the company is now preparing for certification of the head office in 2002. The company will also establish a system for environmental auditing to be overseen by the head office.</p>	<ul style="list-style-type: none"> □ Obtain ISO 14001 certification at Nippon National Seikan Co., Ltd. □ Obtain ISO 14001 for all distilleries and plants of The Nikka Whisky Distilling Co., Ltd. 	<ul style="list-style-type: none"> □ Nippon National Seikan (January) □ The Nikka Whisky Distilling: Hirosaki Plant (February), Tochigi Plant (August), Nishinomiya Plant (December) and Hokkaido Distillery (December) (Certification status of other companies) ○Asahi Cargo Service Osaka (December) ○(China) Shenzhen Tsingtao Beer Asahi Co., Ltd. (November)
<p>6: Improvement of the Group's Environmental Management Activities In April 2000, Asahi Breweries and seven major affiliated companies formed the Group Environmental Committee. The new committee will enhance the spirit of cooperation throughout the Asahi Breweries Group and vigorously promote environmental management activities.</p>	<ul style="list-style-type: none"> □ Continue conducting the Group environmental audits, focusing particularly on business units with production facilities □ Start running Group risk management seminars □ Create a Group waste management system 	<ul style="list-style-type: none"> □ Conducted at 11 sites operated by eight affiliates in 2003 □ Ran seminar in May 2003, with 49 people from 36 different business units and eight affiliates attending □ The environmental data collection system Asahi Eco Navigation System has been deployed across affiliates
<p>7: Improvement of Environmental Communication The company will actively promote environmental communication activities with its business partners and local residents. These activities will also include environment-related education for employees.</p>	<ul style="list-style-type: none"> □ Implement the Asahi Breweries Environment Award □ Prepare the Environmental Communication Report □ Organize Environmental Communication Report Reading Groups □ Organize Environmental Culture Seminars in local areas □ Implementation of environmental volunteer activities □ Make the breweries more effective as providers of information about the environment 	<ul style="list-style-type: none"> □ Of 56 proposals in response to internal competition, three were commended by the President with a Proposal Prize □ Completed in August 2003, with 20,000 copies published □ Conducted at three breweries: Hokkaido, Hakata and Nishinomiya, with a total of around 80 people attending □ An initial course was run at Shikoku Brewery on August 27 (about 200 people attended). In 2004, the company plans to hold seminars in three different locations □ A total of 5,462 people participated in 2003



Medium-term Group Environmental Management Plan

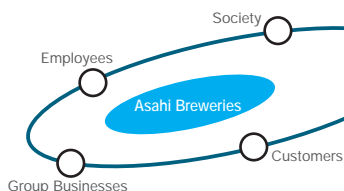
Medium-term Group Environmental Management Plan

Major Group production companies: Asahi Breweries, Ltd., Asahi Soft Drinks Co., Ltd., The Nikka Whisky Distilling Co., Ltd., Asahi Beer Malt, Ltd., Asahi Beer Winery, Ltd., Asahi-Kyowa Liquor Manufacturing Co., Ltd.

All Group production companies: Asahi Breweries, Ltd., Asahi Soft Drinks Co., Ltd., The Nikka Whisky Distilling Co., Ltd., Asahi Food & Healthcare Co., Ltd., Asahi Beer Malt, Ltd., Asahi Beer Winery, Ltd., Asahi-Kyowa Liquor Manufacturing Co., Ltd., Sainte Neige Wine Co., Ltd., Satsumatsukasa Shuzo Co., Ltd., Nippon Freeze Drying Co., Ltd.

Item	Details	Target Affiliates	Results	Asahi Breweries' Quantitative Targets		Group Quantitative Targets	
				2006	2008	2006	2008
Reduction of greenhouse gas emissions	Reduction in total amount of CO ₂ emitted from production sites	Major Group production companies	In 1990, total CO ₂ emissions from beer production were 261,000 tons	Total amount: 262,000 tons (±0%) Unit consumption: 95 kg/kl (41% reduction) (Reductions are calculated by comparison with 1990)	Total amount: 235,000 tons (10% reduction) Unit consumption: 85 kg/kl (47% reduction) (Reductions calculated by comparison with 1990)	By fiscal 2008, the whole Group's total CO ₂ emissions (including those of the main company) will be the same as in 1990	
Promotion of energy-saving at production sites	Reduction in unit consumption of fuel + electricity at production sites	Major Group production companies	In 1990, the unit consumption of energy for beer production was 771 Mcal/kl	Unit consumption: 493 Mcal/kl (36% reduction) (Reductions are calculated by comparison with 1990)	Unit consumption: 441 Mcal/kl (43% reduction) (Reductions calculated by comparison with 1990)	Achieve the above-mentioned target for CO ₂ emissions by extending energy-saving programs from Asahi Breweries to affiliates	
	Reduction in unit consumption of water at production sites	Major Group production companies	In 1990, the unit consumption of water for beer production was 9.1 m ³ /kl [Amount of water consumed per year] *Asahi Breweries: 14.781 million m ³ /year *Group: 5.457 million m ³ /year *Consolidated: 20.248 million m ³ /year	Unit consumption: 6.2 m ³ /kl (32% reduction) Total amount: 17.032 million m ³ /year (15% increase) (Changes are calculated by comparison with 1990)	Unit consumption: 4.7 m ³ /kl (48% reduction) Total amount: 12.911 million m ³ /year (13% reduction) (Reductions calculated by comparison with 1990)	[Target including Asahi Breweries] Total amount: 23.230 million m ³ /year (15% reduction) (Reductions calculated by comparison with 1990)	[Target including Asahi Breweries] Total amount: 18.841 million m ³ /year (7% reduction) (Reductions calculated by comparison with 1990)
Reduction in amount of waste produced and promotion of recycling	Reach 100% recycling of waste products at production sites	All Group production sites	[Sites not achieving this goal] Asahi Food & Healthcare, Osaka and Ibaraki Plants Asahi-Kyowa Liquor Manufacturing, Moji and Tsuchiura Plants Nippon Freeze Drying Sainte Neige Wine Satsumatsukasa Shuzo	Achieved at all production sites		Reach 100% recycling at all business units	
	Reach 100% recycling in the administrative departments	All Asahi Breweries sales and marketing offices		2004: Reach 100% recycling at head office and one other business unit 2006: Reach 100% recycling at all business units			
Strengthening and extending the environmental management system	Expand number of sites with ISO 14001 certification of production department	All Group production sites	[Sites not deploying the system] Asahi Soft Drinks, Fujisan Plant Asahi Food & Healthcare, Tochigi and Ibaraki Plants Asahi Beer Winery Asahi Beer Malt, Nozu and Koganei Plants Nippon Freeze Drying Sainte Neige Wine Satsumatsukasa Shuzo	August 2004: Kanagawa Brewery (total of nine certified breweries)		Obtain ISO 14001 and Eco Action 21 certification for all business units	
	Introduce environmental management system at sales and marketing offices	All Asahi Breweries sales and marketing offices		Introduce and deploy the company's own environmental management system, Asahi Way, at all sales and marketing offices in 2004			

The second set of medium-term targets for each affiliate is currently being determined by each company having received the overall Second Medium-term Environmental Management Plan of Asahi Breweries.



Overview of Environmental Activities for 2003

④ Affiliated Companies' Completion Status for Targets for Environmental Maintenance and Improvement

Asahi Soft Drinks Co., Ltd.

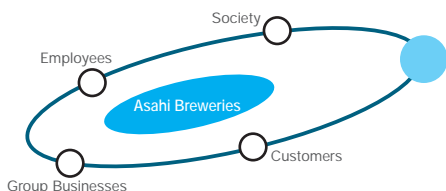
Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<input type="checkbox"/> Achieve 100% total recycling of waste products at all plants	<input type="checkbox"/> Continued to achieve 100% recycling at all plants
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<input type="checkbox"/> Reduce energy consumption and CO ₂ emissions by implementing energy-saving strategies <input type="checkbox"/> Reduce CO ₂ and nitric oxide gas emissions by switching to container transport means between business units which produce less of these gases than the current means of transportation (heavy goods vehicles) [Reference] Ratio of container vehicles as of 2002: 19% <input type="checkbox"/> When replacing sales vehicles (lease vehicles), switch to low-emissions vehicles	<input type="checkbox"/> Due to significant increases in production (24%), CO ₂ emissions went up by 6.5%. However, as a result of energy-saving strategies, the company managed to reduce unit consumption in all categories as shown below: Basic unit of CO ₂ emissions: 84.9 kg/kl (14% reduction) Unit consumption of energy: 46.7 l/kl (14% reduction) Unit consumption of water: 5.44 m ³ /kl (17% reduction) *Unit consumption of energy was calculated by a conversion of figures for oil *The comparisons within brackets are with respect to results for the previous year <input type="checkbox"/> The ratio of container vehicle usage for transportation between business units stood at 30% for the year; this is an increase of 11% compared to the previous year <input type="checkbox"/> 124 leased vehicles were replaced during the year, and all replacements were low-emission vehicles (breakdown: 49 trucks, 4 one-box vehicles, 50 light vans, 16 mini-vehicles, 5 passenger cars)
3: Reduced environmental burden of products, containers, packaging, etc.	<input type="checkbox"/> Reduce the thickness of labels for the 500ml PET bottles at the Fujisan Plant (from 60 to 50μm)	<input type="checkbox"/> Switched to thinner labels in July; no problems were identified in the follow-up evaluation
4: Improvement of the environmental management system	<input type="checkbox"/> Continue to maintain the ISO 14001 environmental management system at the existing three plants <input type="checkbox"/> Promote the saving of electricity and reductions in the amount of paper used (photocopy paper) as well as grasp the amount of electricity and paper used. Each department shall select an Eco Leader who will set targets, determine the strategy, organize implementation, evaluation, and full-scale deployment the following year <input type="checkbox"/> Environmental audit: environmental crisis management at plants, sales offices and branches (implement at three plants and four branch offices) <input type="checkbox"/> Establish a management system by deploying Asahi Eco Navigation System	<input type="checkbox"/> Currently implementing <input type="checkbox"/> Established a working group on energy- and resource-saving (Eco Experts) in July with a view to raising environmental awareness; currently active <input type="checkbox"/> Implemented to plan (4 plants, 5 branches) <input type="checkbox"/> Currently implementing; finished setting up the management system
5: Introduction of environmental accounting	<input type="checkbox"/> Update the <i>Environmental Communication Report</i> for fiscal 2003 (April) <input type="checkbox"/> Add industrial data for autumn and complete amendments of part of the report (September)	<input type="checkbox"/> Implemented according to plan
6: Reduction of amounts of pollutants	<input type="checkbox"/> Manage the running of the incineration boiler at the Akashi Plant (manage dioxin emissions)	<input type="checkbox"/> Cleared the target for emissions by a significant margin
7: Improvement of environmental communications	<input type="checkbox"/> Conduct environmental cleanup activities such as picking up discarded cans at each plant <input type="checkbox"/> Promote environmental educational activities during Customer Appreciation Day and guided tours of the plants Set up a recycling corner at all plants and an exhibition corner to display recycled products	<input type="checkbox"/> The timing and frequency of educational environmental activities vary from plant to plant, but were conducted at least once per year at each site <input type="checkbox"/> Implemented at three plants

Summary of Activities for Fiscal 2003

During fiscal 2003, increases in production within the company's plants led to a growth in overall CO₂ emissions. However, as result of increased production efficiency and a range of different energy-saving strategies, the basic unit of CO₂ emissions fell by about 14% and that of water usage by about 17%.

In addition, as part of the company's objective to reduce its burden on the environment, a number of policies continued to be effectively implemented with favorable results. These included: container and packaging weight reduction, waste production control, and 100% recycling of waste products.

Regarding environmental communications, the company's commitment to environmental conservation has received praise, with the Kashiwa Plant being awarded the Chairman's Award from Reduce, Reuse, Recycle Promotion Conference. The Hokuriku Plant was certified as an Eco Business Site for 2003 by Toyama Prefecture.



Overview of Environmental Activities for 2003

The Nikka Whisky Distilling Co., Ltd.

Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> □ Continue to maintain 100% recycling of waste products □ Establish an online management system using the Asahi Eco Navigation System 	<ul style="list-style-type: none"> □ Continued to achieve 100% recycling of waste products □ Thanks to the monthly input of data into the Asahi Eco Navigation System, this information can now be accessed throughout the company and has improved the management system
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> □ Reduce the company's burden on the environment via the implementation of a range of different energy-saving strategies focused on major distilleries and plants 	<ul style="list-style-type: none"> □ Total CO₂ emissions for all distilleries and plants have been reduced by 4.7% compared with the previous year
3: Reduced environmental burden of products, containers, packaging, etc.	<ul style="list-style-type: none"> □ To help achieve PVC elimination targets for sealing material used for sealing bottle caps, promote product renewal and tests, and switch from PVC to PET material □ Reduce the weight of PET containers for 2.7 and 4 liter products 	<ul style="list-style-type: none"> □ Of the 47 products concerned, about two thirds have completed the switch to PET materials; the current issue is how to manage the switch for products produced in small quantities □ Completed the reduction in weight of 2.7 and 4 liter PET containers
4: Improvement of the environmental management system	<ul style="list-style-type: none"> □ Complete ISO 14001 certification of all remaining uncertified distilleries and plants during 2003: Hokkaido Distillery, Hirosaki Plant, Tochigi Plant and Nishinomiya Plant 	<ul style="list-style-type: none"> □ Completed according to plan. Four distilleries and plants completed the certification process. Now all business units, six distilleries and plants and the head office, are certified Hokkaido Distillery (December), Hirosaki Plant (February), Tochigi Plant (August), Nishinomiya Plant (December)
5: Introduction of environmental accounting	<ul style="list-style-type: none"> □ Organize educational sessions in order to ensure the smooth deployment and implementation of the Asahi Eco Navigation System, and implement account administration efficiently 	<ul style="list-style-type: none"> □ Monthly and annual inputting of data has proceeded without major problems; this has helped improve the efficiency of environmental accounting operations and data can be viewed from all distilleries and plants now, with the system contributing to greater data accessibility
6: Reduction of amounts of pollutants	<ul style="list-style-type: none"> □ Install various equipment including anti-odor facilities to reduce the smell of alcohol at the Tochigi Plant; reduce the concentration of alcohol (complete this process as part of a three-year plan) □ Install equipment to prevent soot and smoke emissions at the Hokkaido Distillery, thereby reducing emissions of these substances 	<ul style="list-style-type: none"> □ The first targets have been completed successfully. Anti-odor equipment has been fitted to tall storage units to combat the smell of alcohol, and over the next two years, these will be deployed throughout the facility □ Completed the installation of a bag filter for the airflue of a foreshots distiller; the impact will be checked during fiscal 2004
7: Improvement of environmental communications	<ul style="list-style-type: none"> □ Conduct environmental cleanup activities according to plan □ Increase awareness and understanding via environmental education seminars 	<ul style="list-style-type: none"> □ Environmental cleanup activities were conducted at all distilleries and plants according to plan □ Organized a meeting for environmental managers in January; conducted training seminars for Asahi Eco Navigation System

Summary of Activities for Fiscal 2003

As of January 2003, the Asahi Eco Navigation System has been deployed and it has become possible to check such indicators as energy usage status and waste disposal amounts for each business unit online from anywhere in the company. This has helped improve the accuracy with which the company can grasp such information and strengthened the day-to-day management system. Going forward, the company is committed to making the system even more efficient and leveraging it fully throughout the company as a tool for environmental management activities.

Regarding the environmental management certification program, ISO 14001, the four distilleries and plants that had not already been certified, the Hokkaido Distillery, the Hirosaki Plant, the Tochigi Plant and the Nishinomiya Plant, all obtained the certification before the end of 2003. All business units, the six distilleries and plants and the head office, are now certified.

In addition, as far as other improvements to containers and packaging that were taken with regards to reducing their environmental burden, the company has been committed to eliminating the use of PVC and reducing the weight of packaging with some favorable results.

Employees' awareness of environmental issues has been steadily improving thanks to their participation in a variety of practical environmental activities and cleanup events (volunteer activities). Going forwards, the company hopes to further improve this commitment.

Asahi Food & Healthcare Co., Ltd.

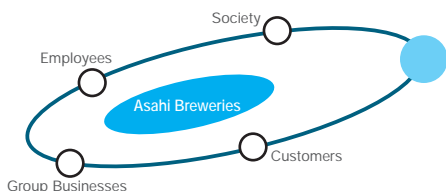
Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Reduce the basic unit of brewing yeast extract dregs produced by 5% to 2.85 tons/ton (per ton of brewing yeast processed) <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Implement various strategies to promote the reuse of resources (Separation of different waste products, consideration of possible ways for reusing resources, improved accuracy regarding the amount of waste produced, etc.) <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Implement various strategies to promote the reuse of resources (Separation of different waste products, consideration of possible ways for reusing resources, improved accuracy regarding the amount of waste produced, etc.) 	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ 2.79 tons/ton (calculated per ton of brewing yeast processed) Ratio of resource recycling: 100% <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Completed all planned strategies Ratio of resource recycling: 60% Next issue is how to construct a route for reusing resources from returned goods <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Started to keep track of the amount of waste produced, broken down by type Started to put mechanisms in place with a view to reusing resources Next issue is how to recycle returned goods and ceramic scraps
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Promote the medium-term plan for reducing CO₂ (2.64 tons per ton of brewing yeast processed) □ Promote the medium-term plan for reducing water usage (163 m³ per ton of brewing yeast processed) <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Reduce the total amount of CO₂ emissions (reduce emissions to levels lower than the previous year) <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Improve the energy management system 	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ 2.61 tons/ton (calculated per ton of brewing yeast processed) □ 144 m³/ton (calculated per ton of brewing yeast processed) <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Total CO₂ emissions for 2002: 3,391 tons □ Total CO₂ emissions for 2003: 2,941 tons (Reduction of 13% compared to the previous year) <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Information regarding monthly energy usage is now accessible, and going forward, this will be used as part of an energy-saving program
3: Improvement of the environmental management system	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Promote awareness activities to help reduce the amount of waste produced in the administrative departments <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Complete ISO 14001 certification during fiscal 2003 <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Make initial preparations towards ISO 14001 certification (for example, participate in relevant seminars and promote the collection of useful information) 	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Saving electricity during lunch-hour (lights are switched off in the office at this time) Reductions in use of photocopy paper (both sides of sheets are being used) <p>Osaka Plant</p> <ul style="list-style-type: none"> □ The preliminary inspection was completed in 2003 Completion of certification will occur in February 2004 <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Participated in the Environmental Risk Management Seminar organized by Asahi Breweries (May 7-8) Attended the Group Environmental Committee meeting organized by Asahi Breweries (July 25)
4: Introduction of environmental accounting	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Manage the smooth post-introductory period of the environmental accounting system; promote awareness-raising activities (data collection, categorization and management) <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Make a commitment to the Group environmental accounting system (the Asahi Eco Navigation System) (data collection) <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Manage the system according to schedule; devise efficient methods for using the system 	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Implemented according to plan <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Implemented according to plan <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Completed input up to December; continuing to investigate efficiency measures
5: Improvement of environmental communications	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Conduct environmental education for employees □ Actively participate in environmental cleanup activities (carry out such activities once each quarter) <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Participate in the Asahi Breweries' environmental cleanup activities at Suita Brewery □ Conduct ISO training for all employees <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Actively participate in environmental cleanup activities (carry out cleanup activities once each quarter) 	<p>Tochigi Plant</p> <ul style="list-style-type: none"> □ Conducted environmental education using videos □ Carried out environmental cleanup activities around the plant <p>Osaka Plant</p> <ul style="list-style-type: none"> □ Participated in two combined environmental cleanup events together with Asahi Breweries' Suita Brewery (May 29 and November 15) □ Conducted ISO education for all employees <p>Ibaraki Plant</p> <ul style="list-style-type: none"> □ Within the plant grounds, conducted a cleanup of leaves and deadwood that can be used as compost for public forests; going forward, the company will consider how to expand such activities to the surrounding areas

Summary of Activities for Fiscal 2003

Tochigi Plant The amount of yeast extract dregs produced at this plant has been reduced thanks to the introduction of more efficient drying equipment (CD dryer). This enabled the company to reach the target of reduced basic unit. Regarding CO₂ emissions, although the unit consumption has been improved, the actual total amount of emissions increased slightly due to an increase in production. All other areas are progressing according to the plan set out at the beginning of the year.

Osaka Plant Regarding CO₂ emissions, thanks to more active energy-saving strategies and also due to a small reduction in production, the total amount of emissions was reduced by 13% compared to the previous year. In addition, with respect to ISO 14001 certification, the initial preparations have gone largely according to plan with the initial inspection being completed (certification was completed in February 2004).

Ibaraki Plant In 2003, the plant was particularly committed to increasing the accuracy with which it tracks energy consumption, CO₂ emissions, waste production and other processes that have a burden on the environment. Both the scope and the accuracy of information tracking has been improved, however, due to increases in production, the environmental burden from each of these factors increased over the year. The plant intends to use the results of 2003 as part of activities to reduce environmental burden in the future.



Overview of Environmental Activities for 2003

Asahi Beer Winery, Ltd.

Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> □ Reduce the amount of sludge in water discharges by 5% compared to the previous fiscal year □ Promote the recycling of plum stones, a by-product of the <i>ume</i> (Japanese plum) wine production process Establish the viability of reusing these stones as carbonized plum stones 	<ul style="list-style-type: none"> □ The company improved the level of its wastewater discharge management system and reduced the amount of sludge in discharged water by 57% compared to the previous year, vastly surpassing the target □ The chemical analysis of these stones to ascertain their value as a fertilizer has not been carried out, however, thanks to cooperation within the Group, it appears that it will be possible to use them in the production of a water purifier, and recycling methods have been set up
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> □ Improve current methods for energy-saving and reduction the amount of CO₂ emissions Track emissions on a monthly basis and improve the accuracy of information management 	<ul style="list-style-type: none"> □ The Asahi Eco Navigation System has been deployed and energy usage and CO₂ emissions are tracked and analyzed on a monthly basis. Energy-saving measures such as controlling the amount of water used in production have been implemented
3: Reduced environmental burden of products, containers, packaging, etc.	<ul style="list-style-type: none"> □ When developing new products, make proposals for containers and packaging materials which have less burden on the environment 	<ul style="list-style-type: none"> □ New products have been launched, but having considered both environmental and cost issues, existing materials were given priority. New materials will be needed in the future and the company continues to be committed to their adoption
4: Improvement of the environmental management system	<ul style="list-style-type: none"> □ Prepare for the introduction of an environmental management system 	<ul style="list-style-type: none"> □ As the first step in preparation, assess overall environmental burden of winery; continue measures for introduction from 2004
5: Introduction of environmental accounting	<ul style="list-style-type: none"> □ Implement and maintain the environmental accounting system using Asahi Eco Navigation System 	<ul style="list-style-type: none"> □ Implemented the environmental accounting system effectively using the Asahi Eco Navigation System
6: Improvement of environmental communications	<ul style="list-style-type: none"> □ Actively participate in environmental cleanup events (at least once a year) 	<ul style="list-style-type: none"> □ Carried out activities three times this year, easily surpassing the target: <ul style="list-style-type: none"> May 30: Participated in a litter pick-up event in Ichinomiya Town June 27: <i>Winery Clean Day</i> (collected litter from the area around the winery) November 27: Held a litter pick-up event in neighboring parks (in conjunction with Asahi Breweries, Yamanashi Branch)

Summary of Activities for Fiscal 2003

During fiscal 2003, the company paid particular attention to the recycling and reduction of waste products. In terms of weight, most of the waste produced by the company consists of sludge, diatomaceous soil, and plum stones (as a result of the production of our main product, *Asahi Ume Wine*). Of these, the amount of sludge produced was halved compared to the previous year, which is an extremely good result.

Regarding plum stones, the company has established their usage as water purifiers, following carbonization, and is now considering various ways in which they could be processed to become valuable materials rather than waste. The company believes it has achieved its initial objectives.

One point for slight concern is that preparations for ISO 14001 certification and other aspects of the environmental management system have been somewhat delayed. The company intends to continue its commitment to reduce its impact on the environment bearing this point in mind.

Asahi Beer Malt, Ltd.

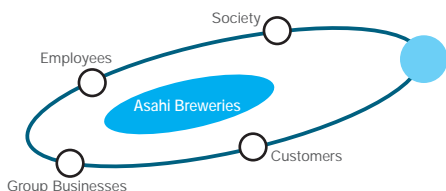
Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> □ Reduce the amount of waste animal and plant material Reduce the amount of wheat left at the end of conveyor belts during transportation within the plant □ Continue 100% recycling Confirm the processing procedures of all the company's contractors Confirm waste separation procedures within the company 	<ul style="list-style-type: none"> □ Implemented an improved procedure resulting in a reduction in the amount of wheat left behind by around 80 kg per day □ Confirmed that waste is separated internally (according to plan); discussions and contractual amendments are on-going with contractors to ascertain their status
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> □ Reduce the unit consumption of energy Targets for each unit: Gas unit consumption: 68 liters/ton or lower Electricity unit consumption: 159 kWh/ton or lower Water discharge unit consumption: 4.8 m³/ton or lower 	<ul style="list-style-type: none"> □ All the targets were met thanks to the implementation of measures such as the automation of dumper driving in the germination rooms Results in unit consumption: Gas unit consumption: 65 liters/ton Electricity unit consumption: 144 kWh/ton Water discharge unit consumption: 4.5 m³/ton
3: Reduced environmental burden of products, containers, packaging, etc.	<ul style="list-style-type: none"> □ Reduce the amount of barley tea products lost during processing procedures from 3% to 2% by improving the packaging process □ Reduce the size of the stock warehouse by unifying the size of paper bags in use Support the current product range with three different sizes of paper bag 	<ul style="list-style-type: none"> □ Although the annual average loss during processing fell by about 17% compared to the previous year, to 2.5%, the target was not achieved □ Unified to three different bag sizes according to plan
4: Improvement of the environmental management system	<ul style="list-style-type: none"> □ Collect information and investigate an environmental management system, propose a strategy for obtaining certification 	<ul style="list-style-type: none"> □ Collected information for the environmental management system. Currently comparing ISO 14001 and Eco Action 21 certification schemes with a view to obtaining one of these by 2006
5: Improvement of environmental communications	<ul style="list-style-type: none"> □ Run seminars using the Group's environment report as materials; participate in external environmental seminars to raise employees' environmental awareness □ Organize environmental cleanup activities (May) 	<ul style="list-style-type: none"> □ Distributed the <i>Environmental Communication Report</i> to employees. Awareness of environmental issues is rising in the company. Attended a study tour on water processing organized by the Konan-Koga Environmental Association (reported internally) □ Conducted two events with a total of 46 participants: May 24 and October 25

Summary of Activities for Fiscal 2003

Regarding energy unit consumption, all the original targets were achieved thanks to the implementation of a variety of energy-saving measures. In addition, targets such as reductions in waste products and product loss, which place a direct burden on the environment, were achieved by carrying out the annual plans specified initially. Overall, in these areas the targets were generally met.

In addition, employees' awareness of environmental issues has been raised by their participation in environmental education programs and environmental cleanup activities. The company believes that this will effect the commitment to all types of activities aimed at reducing environmental burden.

Going forward, the company intends to continue its commitment to a wide range of measures, including the introduction of an environmental management system, to raise its management activities to an even higher level.



Overview of Environmental Activities for 2003

Asahi-Kyowa Alcoholic Beverage Co., Ltd.; Moji Plant

Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<input type="checkbox"/> Recycle at least 99.9% of waste	<input type="checkbox"/> Amount of waste products produced: 14,797 tons/year Amount of waste discarded in landfill sites: 4.8 tons/year Ratio of landfill waste to total waste: 0.033% Filter media and dregs left behind on the filter during shochu filtration is one remaining issue
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<input type="checkbox"/> Reuse excess heat energy by installing electricity generators on site (heating the water supply to the boiler) <input type="checkbox"/> Install a methane gas fermentation boiler as part of improvements to the wastewater processing equipment	<input type="checkbox"/> As of July, new on-site electricity generators have been in operation Excess heat reuse has started (heating the water supply to the boiler) <input type="checkbox"/> In August, installation of a methane gas fermentation boiler was completed Trial operations conducted in September Fully operational from October
3: Reduced environmental burden of products, containers, packaging, etc.	<input type="checkbox"/> Reduce the thickness of paper packaging shrink film (15 μ m to 13.5 μ m)	<input type="checkbox"/> Switched over smoothly in March
4: Improvement of the environmental management system	<input type="checkbox"/> Comply with the ISO 14001 renewal inspection <input type="checkbox"/> Reduce the sludge content of water by increasing the effectiveness of wastewater processing equipment <input type="checkbox"/> COD (max): below 30 ppm (average: 15 ppm) <input type="checkbox"/> SS (max): below 30 ppm (average: 15 ppm) <input type="checkbox"/> Create proposals for reducing the sludge content of water by revising procedures for washing rice and wheat	<input type="checkbox"/> ISO 14001 renewal inspection (November 11–13) Approval of renewal inspection and receipt of re-registration (December) <input type="checkbox"/> Completed work to increase the effectiveness of water processing equipment (August) Trial operations conducted in September Fully operational from October onwards; COD and SS targets achieved <input type="checkbox"/> Began unwashed wheat processing at the No.2 alcohol production plant First-half: No quality problems with test product Second-half: Introduced for low-pressure distillation wheat shochu
5: Introduction of environmental accounting	<input type="checkbox"/> Participate in the Group's environmental accounting system from fiscal 2003	<input type="checkbox"/> Introduced an environmental accounting system along with the deployment of the Asahi Eco Navigation System
6: Improvement of environmental communications	<input type="checkbox"/> Conduct environmental education for employees at least once a quarter <input type="checkbox"/> Achieve 100% participation in environmental cleanup activities	<input type="checkbox"/> Continue to input results into the Asahi Eco Navigation System Discussions with municipal environment office: Kitakyushu Energy-saving Vision Discussion Committee (five times) <input type="checkbox"/> Conducted in June

Summary of Activities for Fiscal 2003

As far as energy management is concerned, the company has deployed the Asahi Eco Navigation System and is now tracking the amount of energy used, CO₂ emissions, and waste produced and recycled on a monthly basis. Together with this system, the company has introduced environmental accounting. Going forward, the company will leverage this system to reduce the burden of its activities on the environment.

Regarding recycling of waste, the company is managing to recycle all waste with the exception of waste generated in the filtration process. The plant's overall resource recycling is almost 100%, standing at 99.97%.

Other targets have in general been met as laid out in the annual plan. The company intends to strengthen its commitment to the environment in the future.

Nippon National Seikan Co., Ltd.

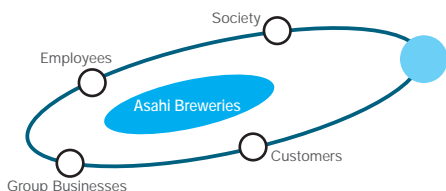
Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> □ Implement measures to prevent oil leaks; reduce the basic unit of waste produced by 4% by such measures as lowering the concentration of waste oil □ Track the amount of photocopy paper used □ Plan how to reduce usage of photocopy paper by raising employees' awareness with educational activities □ Achieve at least 50% green purchasing on office products compared to the previous year 	<ul style="list-style-type: none"> □ Achieved a 2.65% reduction by implementing these measures, but failed to reach the target □ Achieved a reduction of 26% compared to the previous year 645,000 sheets (2002) 483,500 sheets (2003) □ Annual ratio of green purchasing was 54.3%; target was met
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> □ Create a plan to switch over from the current LPG to city gas in 2003 □ Reduce the unit consumption of fuel by 4% compared to the previous year By such measures as the installation of waste heat recovery calorifier and the reuse of excess heat from ovens □ Reduce the unit consumption of electricity by 4% compared to the previous year by implementing measures such as the reuse of excess heat to heaters and the improvement in efficiency of transportation equipment 	<ul style="list-style-type: none"> □ Completed the switch over in October □ Year-on-year reduction of 10%; target was met □ Year-on-year reduction of 11%; target was met
3: Reduced environmental burden of products, containers, packaging, etc.	<ul style="list-style-type: none"> □ Change over from the current 350 ml can to the 3104 can, which is made from a higher proportion of recycled materials 	<ul style="list-style-type: none"> □ Completed the switch in the second quarter. Subsequently verified the situation and the effect of this measure in conjunction with suppliers. Implementation was completed without any problems arising
4: Improvement of the environmental management system	<ul style="list-style-type: none"> □ Ensure that the company's system is firmly in place and seek to expand it by conducting internal and regular external audits 	<ul style="list-style-type: none"> □ Conducted an internal audit. There were no problems at the regular July audit and certification was maintained
5: Introduction of environmental accounting	<ul style="list-style-type: none"> □ Realize an efficient environmental accounting system by using the Asahi Eco Navigation System 	<ul style="list-style-type: none"> □ Increased efficiency in accounting administration has been realized via the monthly and annual input of data; management precision has also been improved
6: Improvement of environmental communications	<ul style="list-style-type: none"> □ Make plans for a <i>Clean Day</i> and actively conduct environmental cleanup activities in the area around the plant 	<ul style="list-style-type: none"> □ Held a <i>Clean Day</i> once a month

Summary of Activities for Fiscal 2003

The energy-saving measures that were planned at the start of the year were smoothly implemented overall, and the targets for unit consumption of fuel and electricity were easily cleared.

Regarding reducing waste products, the company has focused attention not only on measures to improve production procedures but also on commitment within the administrative departments to reduce the amount of photocopy paper used. Although some of the targets were not met, overall results were better than the previous year and each measure had a noticeably favorable effect.

In addition, other items that do not have such a direct burden on the environment, such as green purchasing and environmental cleanup activities, were all conducted according to plan. The company was able to focus on the local area in its contribution to environmental conservation. At the same time, these activities have helped to ensure that employees' consideration for the environment is increased.



Overview of Environmental Activities for 2003

Asahi Cargo Services Tokyo, Ltd.

Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<input type="checkbox"/> Achieve at least 99% recycling of resources at all business units by the end of the year	<input type="checkbox"/> Achieved over 99% recycling at the head office, the Sumida and Heiwajima branches <input type="checkbox"/> Currently creating processing mechanisms for waste at all business units outside the Tokyo metropolitan area and maintaining the company's current commitment
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<input type="checkbox"/> Reduce the amount of CO ₂ emissions from the use of trucks and fork-lift trucks by making operations more efficient	<input type="checkbox"/> Reduced the amount of CO ₂ emissions from trucks and fork-lift trucks by about 8% compared to 1990
3: Improvement of the environmental management system	<input type="checkbox"/> Maintain and expand the environmental management system at the three business units that have already obtained ISO 14001 certification	<input type="checkbox"/> The system is taking root among employees thanks to a management program that includes environmental education and internal audits <input type="checkbox"/> All three certified business units underwent a renewal inspection in November; they were all re-certified
4: Introduction of environmental accounting	<input type="checkbox"/> Use the Asahi Eco Navigation System to make administration more efficient and improve the accuracy with which data are tracked	<input type="checkbox"/> By using the Asahi Eco Navigation System, it has been possible to collect data on a monthly and annual basis as well as making the data much more accessible
5: Improvement of environmental communications	<input type="checkbox"/> Establish an environmental education program <input type="checkbox"/> Conduct separate education sessions at each business unit <input type="checkbox"/> Conduct environmental cleanup activities (twice annually) <input type="checkbox"/> Distribute educational information such as environmental news	<input type="checkbox"/> Established a program (completed in January) <input type="checkbox"/> Environmental education (completed in March) <input type="checkbox"/> Environmental cleanup activities (185 participants) <input type="checkbox"/> Eco Life Note (56 participants)

Summary of Activities for Fiscal 2003

Regarding the recycling of waste material, three business units, the head office and Sumida and Heiwajima branches were the focus of the company's efforts and all three achieved a ratio of 99% recycling, close to the goal of 100%. As for the remaining business units, the amount of waste produced is small and the company believes that the environmental burden is minimal. However, the creation of mechanisms for processing this waste is being promoted and the company is committed to improving the ratio of waste that is recycled.

Regarding ISO 14001 certification, it has now been three years since certification was obtained and the system has smoothly become established within the company. During 2003, inspections by external bodies were conducted as part of a re-certification process. All units were re-certified. As far as environmental education is concerned, separate education sessions have been held at each business unit in accordance with an overall program and there are plans to further strengthen the system. The company is also continuing its commitment to educational activities to encourage the active participation of employees in environmental cleanup activities, events that promote communication with the local community, and other activities that contribute to society. In addition, to prevent disparities in the level of environmental commitment between different business units, the ISO administrative team at the head office is playing a central role to ensure that all units are equally active.

Asahi Cargo Services Nagoya, Ltd.

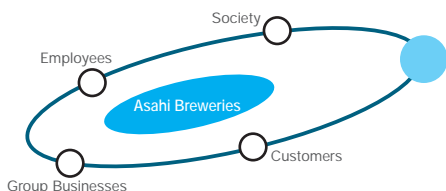
Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> □ Aim to achieve 90% recycling at the head office by improving the system for separating different types of non-burnable waste and the data collection mechanism □ Reduce the amount of waste produced by the head office by 5% compared to the previous year by implementing measures such as using both sides of photocopy paper, reducing the size of paper used, and reusing office goods 	<ul style="list-style-type: none"> □ Thanks to the measures implemented, the proportion of waste recycled has increased steadily. However, the total proportion recycled for the year was 85.7%; slightly below target □ A 44.4% reduction in the total amount of waste produced was achieved compared to the previous year although changes in production such as reductions in the packaging of summer gift sets also contributed to these results
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> □ Reduce the amount of electricity used at the head office by 2% compared to the previous year by promoting energy-saving activities □ Improve the fuel efficiency of transportation trucks at the Moriyama sales office by 0.6% by a conducting seminars on environmentally-friendly driving, encouraging drivers to turn off engines when stationary and introducing GPS systems 	<ul style="list-style-type: none"> □ The target was easily achieved with a reduction of 12.5% in electricity consumption over the year □ Implementation of measures such as the installation of GPS systems did have an impact on figures for the year, but the company failed to meet its target: Fuel consumption (this year): 3.410 km/liter; fuel consumption (previous year): 3.423 km/liter. Improvement of 0.4% compared to the previous year
3: Improvement of the environmental management system	<ul style="list-style-type: none"> □ Ensure smooth running of the system by adjusting the implementation method for the environmental management program □ Make preparations for the ISO 14001 certification renewal inspection at the head office and Moriyama sales office 	<ul style="list-style-type: none"> □ Conducted activities and created reports according to environmental management program for each site Certification renewal inspection held January 27; certification renewal completed in February
4: Introduction of environmental accounting	<ul style="list-style-type: none"> □ Manage the system smoothly following the introduction of the Asahi Eco Management System 	<ul style="list-style-type: none"> □ Monthly and annual data entry administration has been set up smoothly, however, skills are currently limited to those individuals in charge of these duties. The company therefore plans to expand the training program to prepare for personnel changes in the future
5: Improvement of environmental communications	<ul style="list-style-type: none"> □ Organize environmental cleanup activities (twice annually) 	<ul style="list-style-type: none"> □ Carried out two environmental cleanup activities this year according to target Litter pick-up around the head office (June 6) Voluntary litter pick-up around plants (October 17)

Summary of Activities for Fiscal 2003

The company is now in its third year of ISO 14001 environmental management certification, which was obtained in 2001. This system has gradually become well rooted, but the company is striving to improve its commitment with respect to such issues as energy-saving and reductions in waste produced. Although a few targets were not met, overall objectives have been achieved. The company believes this is the result of the environmental management system functioning at the organizational level.

In addition, the company is increasing employees' awareness of environmental issues by means of environmental education and involvement in activities to contribute to the local community. The company believes this has a valuable effect on the promotion of measures to reduce environmental burden of the company's activities.

Fiscal 2003 saw an increased commitment to the environment as well as the addition of new facilities such as GPS systems. From fiscal 2004 onwards, the company is committed to further raising the standards of its environmental management.



Overview of Environmental Activities for 2003

Asahi Cargo Services Osaka, Ltd.

Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> <input type="checkbox"/> Achieve 80% recycling of waste Conduct employee training concerning the separation of different types of waste Create a manual on waste separation Set up a storage facility for separated waste 	<ul style="list-style-type: none"> <input type="checkbox"/> Installation permission for the waste separation storage facilities has been pushed back to fiscal 2004; waste recycling at the head office and the removal center failed to reach the target standing at 71.7%. With installation permission for the storage facilities, the target should be achieved in fiscal 2004
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> <input type="checkbox"/> Reduce the amount of transportation fuel consumed by 5% compared to the previous year Hold training sessions under the guidance of the technical service department Conduct regular guidance visits to branch and sales offices <input type="checkbox"/> Reduce energy consumption by 5% compared to the previous year Reinforce energy-saving activities with employees 	<ul style="list-style-type: none"> <input type="checkbox"/> Implemented the planned measures. Reduced the number of vehicles by 19 compared to the previous year and increased efficiency Previous year: fuel consumption 1,773 kl; distance traveled: 6.419 million km This year: fuel consumption 1,611 kl; distance traveled: 5.66 million km Compared to the previous year: fuel consumption reduced by 161 kl; distance traveled reduced by 0.759 million km <input type="checkbox"/> The company has continued to raise awareness regarding energy-saving with such measures as diligent switching-off of lights. However, the target was not met. Going forward, the company will continue the educational activities Electricity consumption compared to the previous year: 1.0% reduction Gas consumption compared to the previous year: 4.4% increase
3: Improvement of the environmental management system	<ul style="list-style-type: none"> <input type="checkbox"/> Complete ISO 14001 certification of the removal center during 2003 	<ul style="list-style-type: none"> <input type="checkbox"/> Progressed smoothly following the kick-off meeting in February. Obtained certification on December 25
4: Introduction of environmental accounting	<ul style="list-style-type: none"> <input type="checkbox"/> Reinforce the environmental accounting system by using the Asahi Eco Navigation System 	<ul style="list-style-type: none"> <input type="checkbox"/> Data concerning energy consumption and waste products are being entered on a monthly basis and various types of data are entered annually. The environmental account system has been solidified and made more efficient
5: Improvement of environmental communications	<ul style="list-style-type: none"> <input type="checkbox"/> Increase participation in environmental cleanup activities by 10% compared to the previous year (total of 643 participants in 2002) Target: 707 participants 	<ul style="list-style-type: none"> <input type="checkbox"/> Conducted environmental cleanup activities twice (in the spring and the fall). Carried out educational activities for employees but failed to reach the targets set for numbers of participants Participants: 658 people (increase of 2% compared to the previous year)

Summary of Activities for Fiscal 2003

As a result of the company-wide commitment to obtain ISO 14001 certification, the head office and removal center received the certification on December 25. On the way to certification, employees' awareness of environmental issues was firmly established. The company's commitment to reduce its burden on the environment using the Asahi Eco Navigation System for collecting data related to environmental burden that was introduced in 2003 has started to be reflected in the company's figures.

Regarding the company's commitment to reduce fuel consumption for transportation vehicles, improvements in efficiency and usage of vehicles has resulted in a reduction in the total distance traveled over the year and an accompanying reduction in fuel usage of about 9%.

Regarding waste products from production, the company strove to meet a target of 80% recycling of waste, however, because installation permission for waste separation storage facilities was only forthcoming from Osaka City in February 2004, it proved difficult to conduct waste separation of removal waste and the recycling target was not met (the 2003 result was 71.75%). In fiscal 2004, with the installation of the waste separation storage facilities, it is anticipated that the proportion of waste recycled will increase.

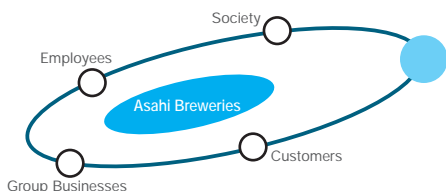
Asahi Cargo Service Kyushu, Ltd.

Commitments	Goals for 2003	Results for 2003
1: Sustained, 100% recycling of all waste	<ul style="list-style-type: none"> □ Achieve 100% recycling of waste products at the head office, Saga branch and Fukuoka Higashi sales office □ Set up a waste separation system and collect data on an annual basis Create routes for recycling □ Reduce the amount of photocopy paper used by 5% by promoting the use of both side of paper and bulk printing at the head office, Saga branch and Fukuoka Higashi sales office 	<ul style="list-style-type: none"> □ Achieved recycling targets with the exception of bottles and ceramic shards (overall recycled rate reached 99.9%) □ Set up a waste separation system Established recycling mechanisms for both industrial and standard waste □ Reduced the amount of photocopy paper used by 17% compared to the previous year
2: Promotion of energy-saving and reduction of greenhouse gas emissions	<ul style="list-style-type: none"> □ Reduce electricity consumption at the head office, Saga branch and Fukuoka Higashi sales office by 5% □ Reduce the amount LPG used by forklift trucks at the Saga branch 	<ul style="list-style-type: none"> □ Electricity consumption was down 9.5% from the previous year, reaching the target □ LPG consumption was reduced by 55% compared to the previous year following measures such as increased efficiency in operation and a move over to reach lifts
3: Improvement of the environmental management system	<ul style="list-style-type: none"> □ Conduct internal audits of the three business units to strengthen the ISO 14001 environmental management system 	<ul style="list-style-type: none"> □ Underwent an external audit on December 5 and 6. Unsatisfactory: 0 items. Observation required: 3 items
4: Introduction of environmental accounting	<ul style="list-style-type: none"> □ Reinforce the environmental accounting system by using the Asahi Eco Navigation System 	<ul style="list-style-type: none"> □ Data concerning energy consumption and waste products are being entered on a monthly basis and various types of data are entered annually. The environmental account system has been solidified and made more efficient
5: Improvement of environmental communications	<ul style="list-style-type: none"> □ Promote active participation in environmental cleanup activities 	<ul style="list-style-type: none"> □ Participated in the spring Love Earth Cleanup 2003 event

Summary of Activities for Fiscal 2003

Thanks to improved efficiency in internal environmental awareness activities, significant reductions in the amount of electricity and photocopy paper used have been achieved. The company has sought to raise employee awareness, and at the same time efficiency measures with regards to forklift operations have yielded energy-savings. Regarding waste products, specific mechanisms for recycling different types of waste have been established and preparations to achieve 100% recycling are progressing smoothly. The company believes that the employees' thorough implementation of activities to reduce environmental burden is responsible for favorable results across the board.

Regarding environmental communications, the company is working together with local communities, participating in environmental cleanup activities. Going forward, the company is committed to increasing the frequency of participation and the proportion of people participating in these activities and broadening its local communications activities.



Overview of Environmental Activities for 2003

Asahi Breweries Environmental Accounts for 2003

Scope of data collection: Asahi Breweries, Ltd.

Reporting period: January 1, 2003–December 31, 2003

(units: million yen)

Environmental Conservation Costs			
Classification	Details of main initiatives	Investment	Expense
(1) Environmental conservation cost for the reduction of the environmental burden generated in the business area through production/service activities (cost within business area)		1,726	9,419
Breakdown	① Pollution-prevention cost	415	3,509
	② Global environmental conservation cost	1,012	1,844
	③ Resource-recycling cost	299	4,069
(2) Cost for the reduction of the environmental burden generated upstream or downstream in association with production/service activities (upstream/downstream cost)	<ul style="list-style-type: none"> Activities for the promotion/support of recycling (e.g., consignment fee for the remanufacturing of containers and packaging) Green purchasing 	0	136
(3) Environmental conservation cost related to management activities (management activities cost)	<ul style="list-style-type: none"> Maintenance of ISO 14001 Implementation of environmental audits Provision of environmental education 	0	280
(4) Environmental conservation cost related to research and development activities (research and development cost)	<ul style="list-style-type: none"> Research and development on environmental conservation at the breweries and research and development centers 	160	333
(5) Environmental conservation cost related to social activities (social activities cost)	<ul style="list-style-type: none"> Expenses for company-wide participation in environmental cleanup activities Operating costs at the Shobara Forestry Station, pollution tariffs, etc. Donations to environmental protection groups, advertisements 	12	516
(6) Cost for the rectification of environmental damage (environmental damage cost)			
Total		1,898	10,684

(units: million yen)

Categories	Details	Expense
Total amount invested in equipment over the reporting period	Investment in the expansion of production facilities, product quality control, and business streamlining, etc.	14,500
Total amount of research and development costs over the reporting period	Development of new products and research into new technologies	6,223

(Note) Major expenses under environmental conservation costs were the following:

- Clean energy (city gas): (Kanagawa Brewery) 331 million yen
- Implementation of co-generation systems: (Kanagawa Brewery) 327 million yen
- Increase in CO₂ gas storage tanks (Ibaraki, Suita, and Hakata Breweries) 142 million yen
- Installation of a steam accumulator: (Hokkaido Brewery) 63 million yen

Environmental Conservation Effects			
Details of effects		Environmental burden indices	
(1) Environmental conservation effect received within the business area (effect within business area)		Environmental burden indices related to major initiatives:	
Breakdown	• Compliance with regulation valuea	a) Anti-pollution standards See P. 46 for more information.	
	• Reduction of greenhouse gas emissionsb	b) Reduction of greenhouse gas emissions	2002: 2003:
	• Energy-savingc	• CO ₂ emissions per basic unit (kg/k).....	125.9 121.3
	• Waste recyclingd	c) Energy-saving	2002: 2003:
		• Fuel + Electricity consumption per basic unit (GJ/k)...	2.6 2.5
		• Water consumption per basic unit (m ³ /kl)	7.2 6.5
		d) Waste recycling	2002: 2003:
		• Recycled volume of waste generated at the breweries (thousand tons)	364 323
		• Recycling ratio of waste generated at the breweries (%)	100.0 100.0
		e) Reprocessing of containers and packaging	2002: 2003:
		• Volume of obligatorily reprocessed containers and packaging*1 (thousand tons).....	5.4 5.7
		f) CO ₂ fixation at the Shobara Forestry Station	2002: 2003:
		• CO ₂ fixation (thousand tons).....	12.5 12.4
(2) Environmental conservation effect generated upstream/downstream (upstream/downstream effect).....e			
(3) Effects of management activities • ISO 14001 certification			
(4) Effects of research and development activities			
(5) Effects of social activities • CO ₂ fixation at the Shobara Forestry Stationf			
(6) –			

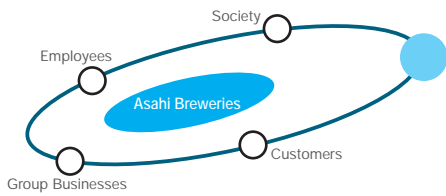
*1 Amount of containers and packaging that the company commissions to be reprocessed, in accordance with the Containers and Packaging Recycling Law

(units: million yen)

Economic effects of environmental conservation strategies	
Details of effects	Amount
Total amount of revenues from the sale of materials from recycling*2	294
Amount of cost reduction from energy-saving initiatives*3	1,372

*2 Total sum gained by sales that accompany recycling

*3 Savings realized due to company-wide energy-saving initiatives

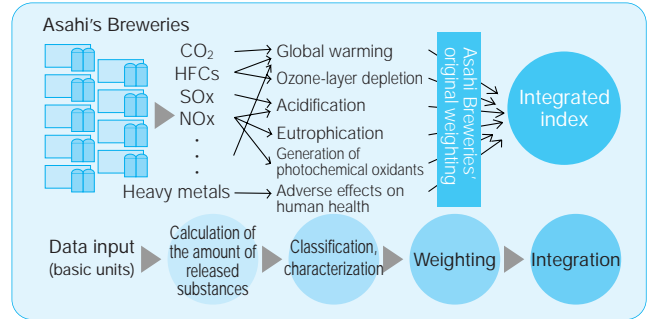


Overview of Environmental Activities for 2003

Asahi Breweries' Integrated Environmental Burden Index/AGE (Asahi's Guideline for Ecology)

The integrated environmental burden index (AGE) is an index that uses certain methods to combine component values of environmental burden. The index uses the LCA methods to extract data on various factors contributing to environmental burden, such as CO₂ emissions and water consumption in basic units per 1 kl of beer production. Once extracted, the data is used to calculate the volume of substances released. The data are classified into several categories—including global warming, acidification, and eutrophication—and each category is weighted using a method developed internally. These are then used to obtain an overall value for environmental burden.

In the weighting of specific categories, factors relating to CO₂ and water—namely, global warming and eutrophication—are given more weight. This approach accords with the Basic Philosophy on Environmental Conservation, the nature of the business, and the prioritization of initiatives for environmental conservation.



Environmental evaluation factor	Weighting by Asahi's original method		'99	'00	'01	'02	'03
Global warming	5	→ Impact on the entire Earth (global impact)	2.86	2.73	2.76	2.67	2.57
Ozone-layer depletion	1						
Acidification	1						
Eutrophication	2	→ Impact on the water system (local impact due to substances released to the hydrosphere)	1.28	0.99	1.05	0.73	0.66
Generation of photochemical oxidants	1	→ Impact on the atmosphere (local impact due to substances released to the atmosphere)	0.62	0.59	0.54	0.53	0.47
Adverse effects on human health	1						
AGE			4.75	4.30	4.35	3.93	3.71

AGE Results for 2003

As a result of efficiency measures implemented in production and logistics, the company managed to record the lowest ever AGE figure, with 3.71 points.

Following the promotion of energy-saving activities, energy consumption was down 7.9% compared to the previous year during production procedures. In addition, as a result of such measures as the energy conversion system at the Kanagawa Brewery, the impact on the entire Earth improved, standing now at 2.57 points.

As a result of measures to reduce the amount of water discharged during production procedures, the amount of water discharged by the company fell by 12.7% compared to the previous year. In addition, thanks to water discharge processing technology at all of the company's breweries, the impact on the water system improved and now stands at 0.66 points.

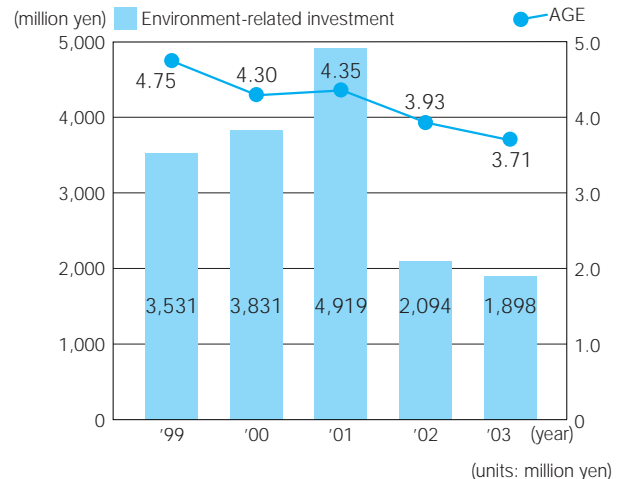
The total distance traveled by the company's trucks fell by 4.5% compared to the previous year because of the commitment to improve the efficiency of the company's logistics operations for shipping products. The subsequent reductions in fuel consumption have resulted in an improved score on the impact on the atmosphere that now stands at 0.47 points.

Since the equation for AGE includes the recycling rate of aluminum cans, a rate which has not yet been calculated, the data presented here are only tentative figures, and the recycling rate given is that for 2002. The exact figures will be published on the company's website once calculations have been finalized.

Environmental Investment and AGE

Being in the manufacturing industry, Asahi Breweries' production activities have a significant impact on the environment. The investment in environmental-related equipment as part of an environmental strategy is therefore believed to be an effective measure. The AGE index reflects the actual results (in terms of reductions in basic units) of environmental conservation activities sustained by continuous environmental conservation outlays.

Change in Environmental Investment and AGE Indicators



	1999	2000	2001	2002	2003
Operating profit	69,447	70,525	78,371	69,807	72,365

The current AGE standard is a result of environmental strategy of the past. In the future, Asahi Breweries hopes to use the current standards as a means of evaluating the degree to which environmental investment for each reporting period has been effective. In addition, in order to maintain environmental investment it is also necessary to keep the benefits of the company's main business activities above a certain level as measured by operating profits.

Asahi Breweries Group Environmental Accounts for 2003

Scope of data collection: Asahi Soft Drinks Co., Ltd., Asahi Food & Healthcare Co., Ltd.,
 The Nikka Whisky Distilling Co., Ltd., Asahi Beer Winery, Ltd., Asahi Beer Malt, Ltd.,
 Asahi Cargo Service Tokyo, Ltd., Asahi Cargo Service Nagoya, Ltd.,
 Asahi Cargo Service Osaka, Ltd., Asahi Cargo Service Kyushu, Ltd.

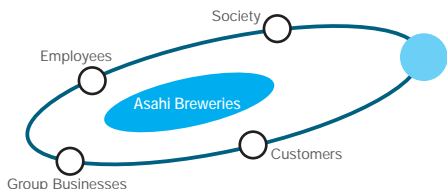
Reporting period: January 1, 2003–December 31, 2003

(units: million yen)

Environmental Conservation Costs				
Classification	Details of main initiatives	Investment	Expense	
(1) Environmental conservation cost for the reduction of the environmental burden generated in the business area through production/service activities (cost within business area)		522	2,099	
Breakdown	① Pollution-prevention cost	•Activities for the prevention of air pollution and water contamination •Maintenance/inspection of pollution-prevention facilities •Analysis/measurement of air/water quality	284	1,013
	② Global environmental conservation cost	•Prevention of ozone-layer depletion (CFC-free operations) •Energy-saving activities	33	154
	③ Resource-recycling cost	•Recycling of waste generated at the breweries and plants •Promotion of recycling, introduction of waste materials processing facilities •Efficient water consumption and reuse of circulated water	205	932
(2) Cost for the reduction of the environmental burden generated upstream or downstream in association with production/service activities (upstream/downstream cost)	•Consignment fee for the remanufacturing of containers and packaging	0	387	
(3) Environmental conservation cost related to management activities (management-activities cost)	•Certification and maintenance of ISO 14001 •Cost of environmental education	0	214	
(4) Environmental conservation cost related to research and development activities (research and development cost)	•Research and development on environmental conservation at the beverage research center	0	8	
(5) Environmental conservation cost related to social activities (social activities cost)	•Pollution tariffs, etc. •Cost of afforestation at the plants •Membership fees for recycling groups	0	157	
(6) Cost for the rectification of environmental damage (environmental damage cost)		0	0	
Total		522	2,865	

(units: million yen)

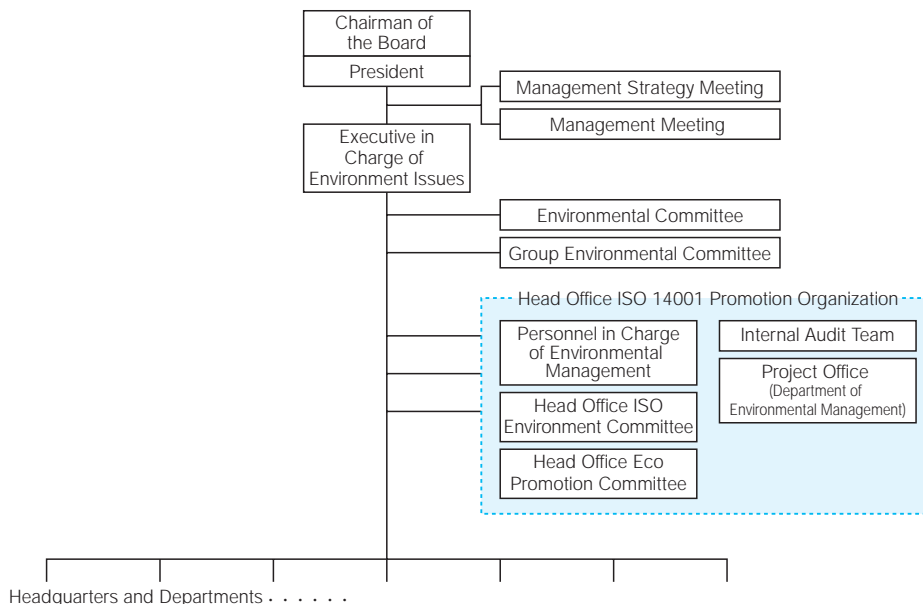
Categories	Details	Expenses
Total amount invested in equipment over the reporting period	Investment in the expansion of production facilities, product quality control, and business streamlining, etc.	5,883
Total amount of research and development costs over the reporting period	Development of new products and research into new technologies	397



Environmental Management

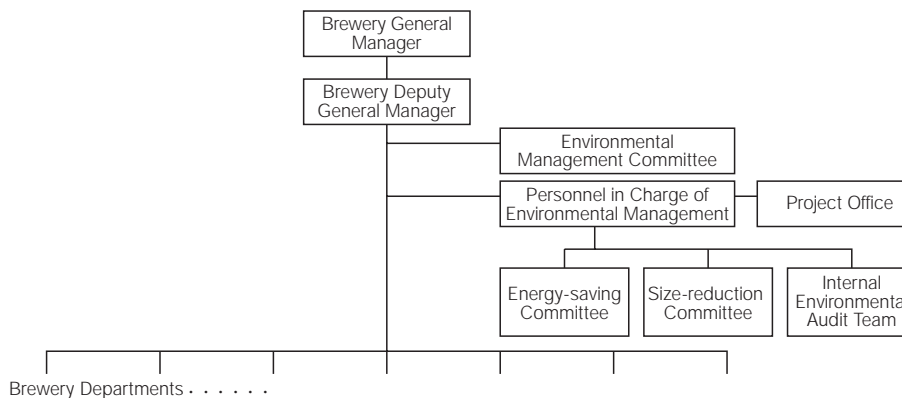
Organizational Structure for Promoting Environmental Management

Environmental Management Organization at the Head Office



Environmental Management Organization at Breweries

(example taken from the Ibaraki Brewery)



Asahi Breweries' environmental management system is designed such that fundamental environmental management issues can be grasped at a managerial level with the Executive in Charge of Environment Issues acting as chairman of both the Environmental Committee and Group Environmental Committee. The organizational structure is based upon

the most senior executives, the Chairman and company President, and the Management Strategy Meeting and Management Meeting. The Department of Environmental Management is in charge of both the Environmental Committee and the Group Environmental Committee. At each of the breweries, an Environmental Management Committee has been set up

with the Brewery General Manager as the chairman. These committees promote practical environmental action.

In addition, the company regularly creates horizontal project teams that include company-wide members, in order to tackle various environmental issues.

4 Current ISO 14001 Certification Status

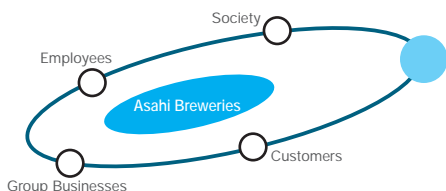
Company	Facility	Data obtained
Asahi Breweries, Ltd.	Hokkaido Brewery	September 2000
	Fukushima Brewery	December 1998
	Ibaraki Brewery	September 1999
	Nagoya Brewery	August 2000
	Suita Brewery	October 1999
	Nishinomiya Brewery	October 1999
	Shikoku Brewery	October 2000
	Hakata Brewery	October 1999
	Head Office	August 2001
The Nikka Whisky Distilling Co., Ltd.	Sendai Distillery	December 2001
	Kashiwa Plant	December 2001
	Head Office	December 2001
Asahi Soft Drinks Co., Ltd.	Kashiwa Plant	October 2000
	Akashi Plant	October 2000
	Hokuriku Plant	September 2000
Asahi Cargo Service Tokyo, Ltd.	Head Office	December 2000
	Sumida Branch	December 2000
	Heiwajima Branch	December 2000
Asahi Cargo Service Nagoya, Ltd.	Head Office	February 2001
	Moriyama Sales Office	February 2001
Asahi Cargo Service Kyushu, Ltd.	Head Office	November 2002
	Hakata Sales Office	November 2002
	Saga Sales Office	November 2002
	Fukuoka Higashi Office	November 2002
Quanzhou Qingyuan Beer Asahi Co., Ltd. Fujian		March 2002
Hangzhou Xihu Beer Asahi Co., Ltd.		September 2002
Results for fiscal 2003		
Nippon National Seikan Co., Ltd.		January 2003
The Nikka Whisky Distilling Co., Ltd.	Hirosaki Plant	February 2003
The Nikka Whisky Distilling Co., Ltd.	Nishinomiya Plant	December 2003
The Nikka Whisky Distilling Co., Ltd.	Hokkaido Distillery	December 2003
The Nikka Whisky Distilling Co., Ltd.	Tochigi Plant	August 2003
Asahi Cargo Service Osaka, Ltd.	Head Office	December 2003
Shenzhen Tsingtao Beer Asahi Co., Ltd.		November 2003

4 Major Laws Relating to Business Activities

Basic Environment Law
Water Pollution Prevention Law
Air Pollution Prevention Law
Sewerage Law
Offensive Odors Prevention Law
Noise Regulation Law
Vibration Regulation Law
Environmental Pollution Management Law
Energy-Saving Law
Basic Law for the Promotion of a Society based on Sustainable Recycling

Law for the Promotion of the Efficient Use of Resources
Waste Material Processing Law
Containers and Packaging Recycling Law
Food Recycling Law
Automobile Recycling Law
PRTR Law
Factory Planning Law
Basic Construction Law
Waterways Law
Law Concerning the Possession of High-Pressure Gas

Law Concerning Special Procedures for Dealing with PCB Waste Materials
Fire Service Law
Industrial Safety and Health Law
Fertilizer Control Law
Poisons and Hazardous Materials Control Law
Food Hygiene Law
Law Concerning Special Measures Against Dioxins
Fluorocarbons Recovery and Destruction Law
Industrial Water Law
Tank Purification Law



Environmental Management

4 Observing and Measuring Environmental Impact

Asahi Breweries has established procedures for observing and measuring environmental impact at the head office and each brewery, in accordance with ISO 14001 standards.

Classification	Items
Performance against environmental objectives and targets	(1) Energy-saving (electricity, water, fuel)
Performance in meeting laws and regulations	(1) Atmosphere related (gas emissions)
	(2) Water related (water discharges)

4 Emergency Response Readiness

Details	Response procedure
Environmental pollution resulting from fires	Conduct regular annual training at all breweries and offices

4 Results of Head Office Environmental Audit for 2003

- Breweries: 3 (Hokkaido, Nagoya, Nishinomiya Breweries)
- Affiliated companies: total 11 plants

There were nine items identified as requiring significant attention. Of these, eight involved waste management, such as the details of contracts with industrial waste processing contractors and the status of manifests. All nine items were resolved within the prescribed period (three months).

4 Environmental Accidents

There have been no significant environmental accidents. The company received 16 recommendations concerning the environment from people living in the areas surrounding production facilities during 2003. These consisted of three incidents regarding offensive odors, five incidents regarding noise pollution, one incident regarding electrical interference and seven other incidents. The company managed to resolve all the issues during the year, by making changes to equipment at the facilities, revising operation practices, and explaining certain issues to people living in the surrounding areas.

4 Results of Environmental Education (excluding ISO 14001)

(Results for 2001 to June 2004)

Topic of event	Details	Date held	Event context	Number of attendees	Length of training
Environmental Management Leader Meeting	Seminar on the promotion of energy and resource savings as well as a guided tour of external energy-saving facilities	February 2003	As part of a program for members of the Environmental Management Promotion Committee coming from each branch and office	20	240 minutes
New recruits	Acquiring basic knowledge about the environment	April 2003	As part of a general program of training given to all new recruits	45	120 minutes
Newly appointed managers and supervisors	Survey to simultaneously promote environmental awareness and the understanding of the Basic Philosophy on Environmental Conservation	May 2003	As part of a program for new managerial and supervisory staff	149	30 minutes
Environmental risk management training seminar	Acquiring knowledge concerning illegal waste disposal	May 2003	Seminar for supervisors in charge of waste at each brewery	49	705 minutes
Environmental management leader training seminar	Meeting prior to the introduction of an environmental management system at sales and marketing units	October 2003	Seminar to prepare for the introduction of an environmental management system at the sales and marketing units	25	715 minutes

4 Number of Copies of the *Environmental Communication Report* Distributed

Environmental Communication Report 2003 (main booklet): 18,150 copies*
Sustainability Report 2003 (Data Book CD-ROM in Japanese): 6,330 copies*
 (as of the end of June 2004)

*The figures are for distribution of Japanese editions of the reports.

4 Changes in the Amount of Raw Materials Purchased for Products (excluding water)

(units: thousand tons)

		1999	2000	2001	2002	2003
Raw materials	Malt	286	271	263	260	227
	Secondary materials	128	130	183	190	188
	Hops	3.1	3.5	3.5	3.0	2.3
Processed materials	Bottles	775	734	678	588	539
	Aluminum cans	60	61	68	69	70
	Cartons	33	33	40	42	43
	Steel cans	—	—	6.5	2.7	1.9
	Bottle tops	3.6	3.4	3.2	2.9	2.6
	Labels	1.2	1.2	1.1	0.9	0.9
Total weight		1,290	1,237	1,246	1,159	1,075

4 Number of Returnable Containers Shipped, Collected, and Collection Ratio

			1999	2000	2001	2002	2003
Large bottles (633 ml)	Shipped	10,000 bottles	72,204	68,719	61,550	55,049	43,235
	Collected	10,000 bottles	69,666	67,128	61,117	54,574	45,102
	Ratio	%	96.5	97.7	99.3	99.1	104.3
Medium-sized bottles (500 ml)	Shipped	10,000 bottles	56,867	56,428	54,147	50,803	42,535
	Collected	10,000 bottles	56,379	56,378	54,342	50,883	43,529
	Ratio	%	99.1	99.9	100.4	100.2	102.3
Small bottles (334 ml)	Shipped	10,000 bottles	6,972	6,762	6,260	5,896	5,163
	Collected	10,000 bottles	6,773	6,516	6,082	5,688	5,012
	Ratio	%	97.2	96.4	97.1	96.5	97.1
Steiny bottles (334 ml)	Shipped	10,000 bottles	13,596	8,190	8,012	5,255	3,101
	Collected	10,000 bottles	11,936	7,281	6,273	4,808	3,090
	Ratio	%	87.8	88.9	78.3	91.5	99.6
Extra-large bottles (1,957 ml)	Shipped	10,000 bottles	728	615	455	357	271
	Collected	10,000 bottles	592	518	414	331	254
	Ratio	%	81.2	84.3	91.1	92.7	93.5
Total bottles	Shipped	10,000 bottles	150,367	140,714	130,424	117,360	94,305
	Collected	10,000 bottles	145,345	137,821	128,228	116,284	96,987
	Ratio	%	96.7	97.9	98.3	99.1	102.8
Beer kegs	Shipped	10,000 bottles	2,291	2,486	2,597	2,585	2,554
	Collected	10,000 bottles	2,295	2,523	2,646	2,647	2,630
	Ratio	%	100.2	101.5	101.9	102.4	103.0

Collection Ratios for Other Containers (reference)

(units: %)

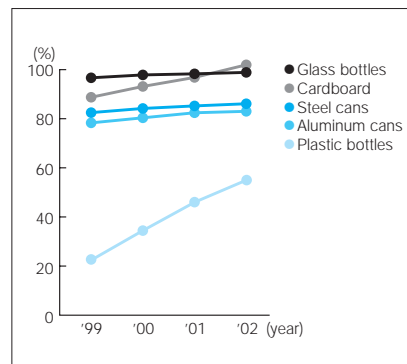
	1999	2000	2001	2002	2003
Aluminum cans	78.5	80.6	82.8	83.1	81.8
Steel cans	82.9	84.2	85.2	86.1	—
Cardboard boxes	88.8	93.4	97.1	101.9	—
Plastic bottles	22.8	34.5	44.0	53.4	—

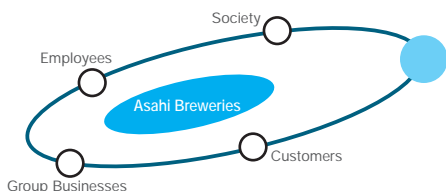
Sources: Aluminum cans: Japan Aluminum Can Recycling Association
 Steel cans: Japan Steel Can Recycling Association
 Plastic bottles: PET Bottle Recycling Association
 (Figures for 2001 and onwards include those collected by recycling companies)
 Cardboard boxes: Waste Paper Recycling Promotion Center

4 Amount of Containers Reused within Facilities

Asahi Breweries collects and reuses returnable bottles and beer kegs. In 2003, collection ratios for returnable bottles and beer kegs were 102.8% and 103.0%, respectively.

Changes in Container Collection Ratios





Environmental Performance

Amount of Waste Products Produced

(units: tons)

	1999	2000	2001	2002	2003
Malt feed	332,445	303,706	290,210	288,787	254,558
Sludge and screened lees	30,732	36,174	36,945	33,193	29,547
Glass cullet	31,325	31,116	24,570	25,697	22,054
Material refuse	5,479	4,921	5,173	4,564	4,019
Surplus brewing yeast	3,889	3,652	3,893	3,722	3,588
Cardboard/Paper	1,853	2,099	2,080	1,766	3,013
Waste palletes	2,670	3,565	1,852	960	642
Waste labels	1,869	1,954	1,806	1,537	1,193
Waste plastics cartons	1,156	947	1,476	663	426
Waste plastics	1,622	1,285	1,356	1,232	1,068
Scrap iron	564	715	628	700	684
Scrap aluminum	652	834	592	944	958
Incinerated ash	100	76	81	8	8
Waste oils	24	32	27	24	18
Others (waste kegs, etc.)	115	72	126	48	1,270
Total	414,495	391,148	370,814	363,845	323,046
Basic unit of production (kg/kl)	163	154	133	136	124

Date 100% recycling was first reached	Reuse of waste materials
1996	Livestock feed, etc.
1999	Organic fertilizer, compost, etc.
1998	New bottles, construction materials, etc.
1996	Livestock feed, etc.
1995	Pharmaceuticals and food products
1998	Paper material for cardboard boxes, etc.
1996	Paper manufacturing material, fuel chips, etc.
1999	Paper material for fancy boxes
1996	Plastic palletes, etc.
1999	Pet stones, etc.
1996	Steel manufacturing materials, etc.
1995	Aluminum cans, electrical goods, etc.
1999	Foundation materials for roads, etc.
1998	B-grade heavy oil
1999	Stainless steel is reused, rubber parts are thermo-recycled

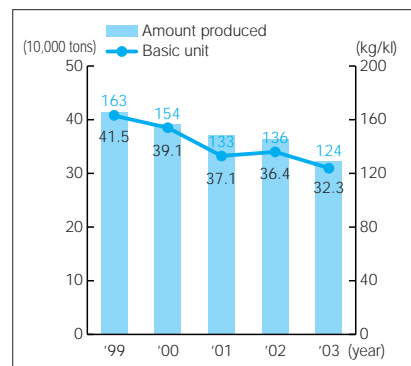
Reuse and Recycling of Renewable Resources Produced by the Company

Malt feed is mostly recycled as livestock feed. Surplus yeast is recycled as a raw material for digestion supplements such as *EBIOS*, by the affiliated company Asahi Food & Healthcare Co., Ltd.

Waste Products Incinerated or Undergoing Other Disposal

The company reuses all by-products and waste materials produced by the production processes, and it does not dispose of any waste in landfill sites.

Changes in the Amount and Basic Unit of Waste Materials Produced



Amount of Water Consumption and Wastewater Discharged

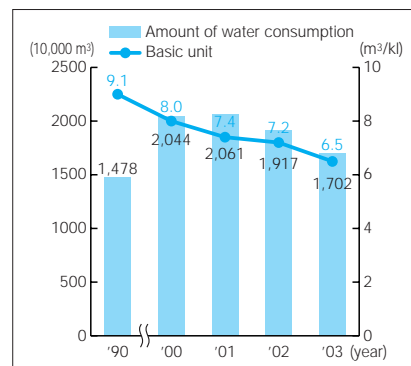
(units: thousand m³)

	1990	1999	2000	2001	2002	2003
Amount of water consumption	14,781	22,072	20,437	20,613	19,168	17,018
Basic unit of water consumption (m ³ /kl)	9.1	8.7	8.0	7.4	7.2	6.5
Amount of wastewater discharged	—	19,502	17,892	17,820	16,491	14,405
Amount of production (thousand kl)	1,621	2,542	2,541	2,789	2,677	2,614

Amount of Water Recycled within Breweries

The company is progressing with recycling water used in the washing processes for bottles, cans and beer storage tanks. As a result, the amount of water used to produce 1 kl of beer has been reduced by 29% as of fiscal 2003 compared with 1990.

Changes in the Amount and Basic Unit of Water Consumption



Amount of Energy Consumed

(units: GJ)

	1990	1999	2000	2001	2002	2003
City gas	1,728,220	2,957,862	2,893,907	3,158,861	2,529,603	2,543,037
A-grade heavy oil	1,054,477	1,583,750	1,392,522	1,339,158	1,221,706	1,118,993
Purchased electricity	2,410,370	3,500,499	3,352,474	3,110,964	3,077,888	2,779,173
Total energy	5,193,067	8,042,111	7,638,903	7,608,983	6,829,197	6,441,203
Basic unit of consumption (GJ/kl)	3.2	3.2	3.0	2.7	2.6	2.5

(calculation method)

 City Gas (Nm³) × 11 (Mcal/Nm³) × 0.00418605 (GJ/Mcal)

A-grade Heavy Oil (l) × 0.86 (kg/l) × 10.8 (Mcal/kg) × 0.00418605 (GJ/Mcal)

Electricity (kWh) × 0.01025 (GJ/kWh)

Amount of Renewable Energy Consumption

The amount of methane gas recycled in 2003 from anaerobic wastewater processing was 12.140 million m³.

Amount of Electricity Generated by the Co-generation System

The Kanagawa Brewery commissioned 2.24 million kWh of wind-powered electricity. The amount of electricity generated by the co-generation systems in 2003 was 681,605 GJ (66.498 million kWh).

CO₂ Emissions at Breweries

(units: thousand tons)

	1990	1999	2000	2001	2002	2003
Boilers	161	260	244	254	224	207
Purchased electricity	100	125	121	112	113	110
Total	261	385	365	366	337	317
Basic unit of emissions (kg/kl)	161	151	144	131	126	121

(Reference)

(units: thousand tons)

	1990	1999	2000	2001	2002	2003
Fermentation	48	45	40	46	37	30
Production procedures	44	74	75	83	71	67
Wastewater processing	30	46	45	50	48	46

Amount of CO₂ Collected and Recycled

(units: tons)

	1990	1999	2000	2001	2002	2003
Amount of CO ₂ collected	8,119	41,351	45,511	47,965	53,588	58,075

Amount of CO₂ Fixation from the Shobara Forestry Station

(units: tons)

	1999	2000	2001	2002	2003
Amount of CO ₂ fixation	12,615	12,575	12,535	12,533	12,475

Amount of Ozone-depleting Substances Discharged

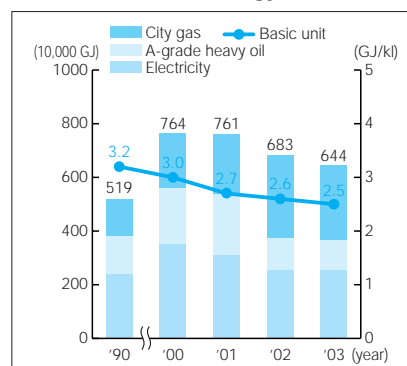
Asahi Breweries does not discharge any CFCs, halon, HCFCs or 1-1-1-trichelene.

Amounts of SO_x, NO_x, and Soot and Dust Discharged at Breweries

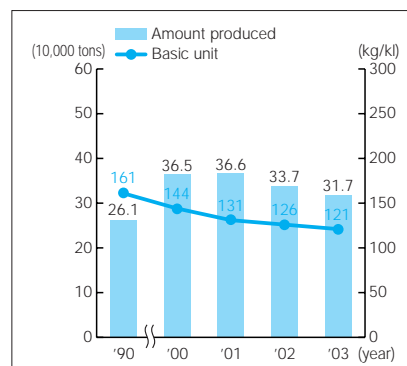
(units: tons)

	1999	2000	2001	2002	2003
SO _x	37	40	49	38	49
NO _x	186	209	198	195	153
Soot and dust	3.5	4.1	7.1	5.5	4.7

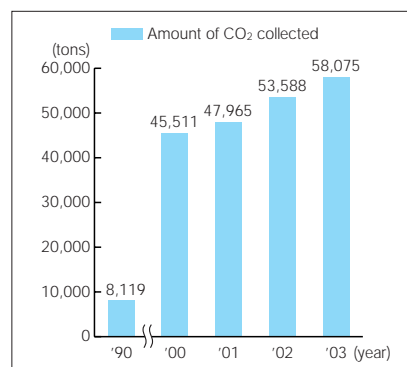
Changes in the Amount and the Basic Unit of Energy Consumed

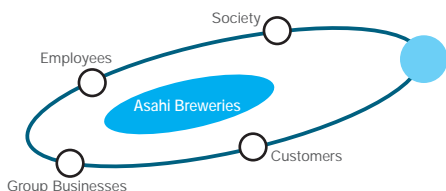


Changes in the Amount and Basic Unit of CO₂ Produced



Changes in the Amount of CO₂ collected



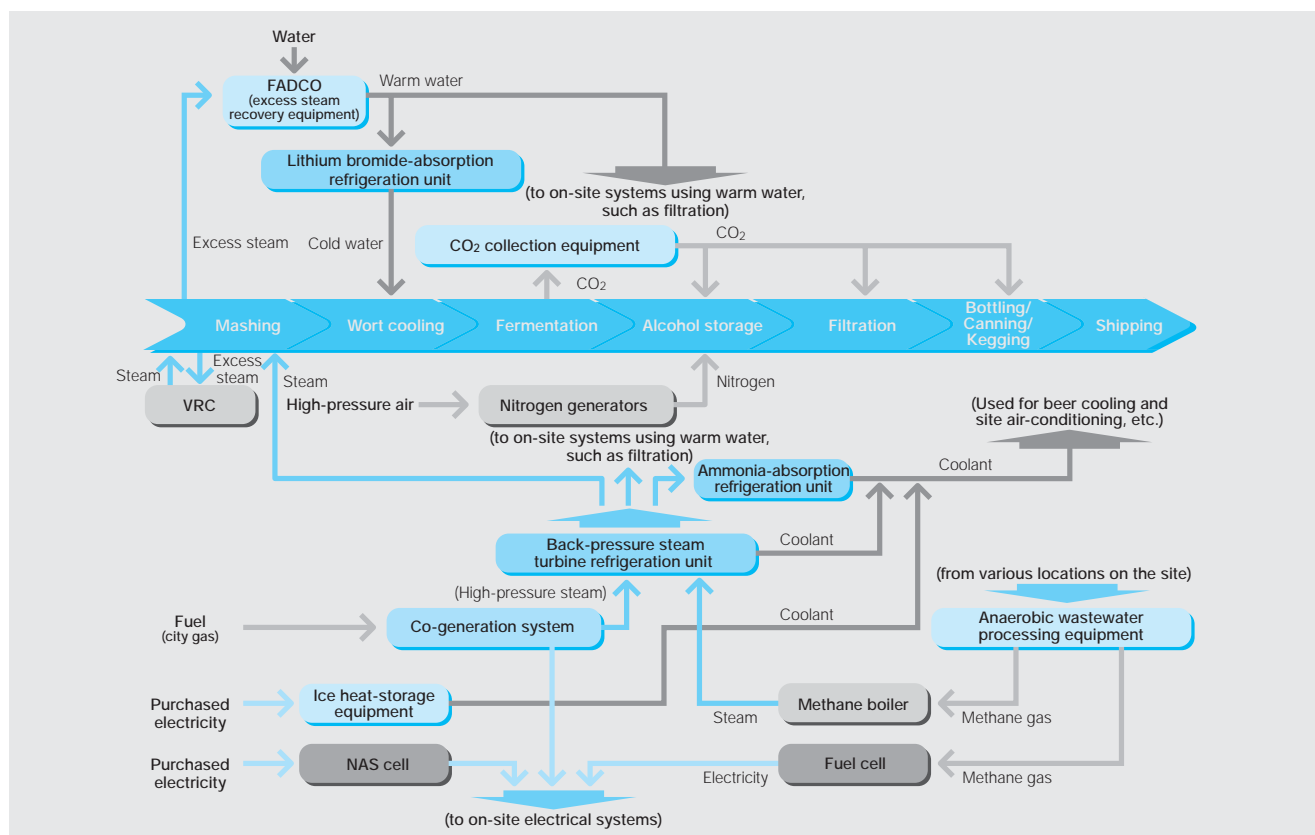


Environmental Performance

Environmental Equipment and Facilities Being Deployed at Asahi's Breweries

Type of technology	Details of effect	Deployed sites
Exhaust-steam recycling system (VRC)	Compresses exhaust steam from brew kettles and recycles it as a heat source for the brew kettles	Ibaraki and Kanagawa Breweries
Lithium bromide-absorption refrigeration unit	Recovers exhaust heat from brew kettles and uses it as a coolant in the manufacturing process	Nagoya, Suita, Nishinomiya, and Hakata Breweries
CO ₂ collection equipment	Collects CO ₂ produced during the fermentation process and thus reduces the amount of CO ₂ released into the atmosphere	Deployed at all breweries
Nitrogen gas generators	These generators produce high-purity nitrogen by extracting it from the atmosphere; this nitrogen gas is used as a substitute for CO ₂ in the production processes	Deployed at all breweries
Co-generation system (gas turbine method)	Generates electricity by burning fuel (gas) and creates steam by utilizing the exhaust gas for increased energy efficiency	Nagoya, Suita, Nishinomiya, and Kanagawa Breweries
Back-pressure steam turbine refrigeration unit	Recovers energy from back-pressure and uses it to operate a refrigeration unit	Fukushima, Ibaraki, Kanagawa, Nagoya, Suita, Nishinomiya, Shikoku, and Hakata Breweries
Ammonia-absorption (NH ₃) refrigeration unit	Utilizes steam from co-generation systems and methane gas from the anaerobic wastewater treatment to drive ammonia-absorption refrigeration units, thereby increasing heat efficiency	Nagoya, Suita, and Shikoku Breweries
Heat-storage system	Helps to keep electricity consumption more evenly spread throughout the day by retaining heat and electricity generated during the nighttime and using it to provide electricity during peak demand hours in daytime	Hokkaido, Ibaraki Breweries ⇒Ice heat-storage system Kanagawa Brewery ⇒NAS cell electricity-storage system
Methane boiler	Uses methane gas generated from the anaerobic wastewater treatment as a heat source for boilers	Hokkaido, Fukushima, Ibaraki, Kanagawa, Nagoya, Suita, Shikoku, and Hakata Breweries
Fuel cell	Generates electricity from the energy yielded through electrochemical reactions between the oxygen present in air and the hydrogen from the methane gas generated in wastewater processing	Shikoku Brewery
Switchover to gas fuel	Reduces CO ₂ emissions by switching from using liquid fuel (A-grade heavy oil) to gas fuel (city gas)	Hokkaido (2001), Suita, Nishinomiya, Shikoku and Hakata Breweries

Flowchart Showing Reduction in Environmental Burden by the Deployment of New Equipment



4 Results of Pollution Level Measurements for 2003

Hokkaido Brewery (Shiroishi-ku, Sapporo; Area: 73,302 m²)

Items	Units	Facilities	Regulation level	Actual result
Atmosphere	NOx	No.1-No.5	150	31-44
	Soot and dust	No.1-No.5	0.1	0.002-0.004
Water	BOD		600	52
	SS		600	21

Fukushima Brewery (Motomiya-machi, Adachi-gun, Fukushima; Area: 250,908 m²)

Items	Units	Facilities	Regulation level	Actual result	
Atmosphere	NOx	No.1-No.7	150	54-99	
	SOx	No.1-No.7	37	1.61	
	Soot and dust	g/m ³	No.1-No.5	0.2	0.005-0.006
			No.6, No.7	0.1	0.004
Water	BOD		10	2	
	SS		20	3	

Ibaraki Brewery (Moriya, Ibaraki; Area: 387,855 m²)

Items	Units	Facilities	Regulation level	Actual result
Atmosphere	NOx	No.1-No.6	150	41-101
	SOx	No.1-No.6	16.6	0.96
	Soot and dust	No.1-No.6	0.1	0.003-0.008
Water	BOD		300	130
	SS		300	150

Kanagawa Brewery (Minami-Ashigara, Kanagawa; Area: 424,000 m²)

Items	Units	Facilities	Regulation level	Actual result
Atmosphere	NOx	No.1-No.7	3.40	0.085
	Soot and dust	No.1-No.7	4.54	0.03
Water	BOD		300	140
	SS		300	160

Nagoya Brewery (Moriyama-ku, Nagoya; Area: 171,619 m²)

Items	Units	Facilities	Regulation level	Actual result	
Atmosphere	NOx	No.2-No.5	15.437	0.956	
		Co-generation			
	Soot and dust	g/m ³	No.2	0.1	0.001
			No.3-No.5	0.05	0.002
Water	mg/l	Co-generation	0.04	0.002	
		BOD	15	3	
SS	17	2			

Suita Brewery (Suita, Osaka; Area: 146,267 m²)

Items	Units	Facilities	Regulation level	Actual result
Atmosphere	NOx	No.1-No.3	130	33-48
		No.4	150	51
		Co-generation	100	13
	Soot and dust	g/m ³	No.1-No.4	0.05
Co-generation				
Water	BOD		300	84
	SS		300	101

Nishinomiya Brewery (Nishinomiya, Hyogo; Area: 145,285 m²)

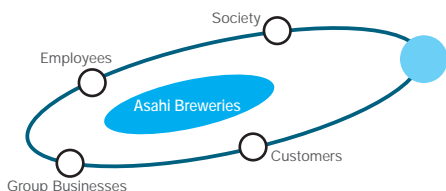
Items	Units	Facilities	Regulation level	Actual result	
Atmosphere	NOx	No.1-No.3	4.8	1.94	
		Co-generation			
	Soot and dust	g/m ³	No.1-No.3	0.25	0.006
			Co-generation		
Water	BOD		300	99	
	SS		300	50	

Shikoku Brewery (Saijo, Ehime; Area: 75,844 m²)

Items	Units	Facilities	Regulation level	Actual result
Atmosphere	NOx	No.1-No.5	7	1.61
	SOx	No.1-No.5	3	0.68
	Soot and dust	No.1-No.5	6	0.20
Water	COD		69	6.9
	SS		70	2.6

Hakata Brewery (Hakata-ku, Fukuoka; Area: 120,339 m²)

Items	Units	Facilities	Regulation level	Actual result
Atmosphere	NOx	No.1-No.3	130	65-78
	Soot and dust	No.1-No.3	0.1	<0.001
Water	BOD		600	184
	SS		600	78



Environmental Performance

4 Dealing with Soil Contamination

Since the company's breweries are primarily involved in the production of beer, the main raw ingredients used are agricultural products such as malt, hops and water. The company does not use any toxic chemical substances.

Reception units and storage tanks on site at the company's breweries for holding detergents and other pharmaceutical products used during production are all fitted with seals to prevent liquid escaping or seeping into the soil. Any leakage that does occur from tanks is routed appropriately as company wastewater and processed with our wastewater treatment equipment. Reagents used in analysis are also managed extremely carefully with all usage being monitored and experiments limited to certain specified locations so that any possibility of contamination to the soil is eliminated.

To ensure that these practices are correctly maintained, the company conducts regular internal audits based on ISO 14001 standards, as well as being subject to external inspections and independent internal audits conducted by the head office.

4 Management of Underground Water

Asahi Breweries uses underground water to wash beer lines and pipes at certain breweries. As part of the company's approach to underground water management, measuring equipment is used to continually and automatically measure the hydrogen ion concentration, turbidity, and amount of residual chlorine in the water. Personnel in charge of water quality management also conduct regular inspections of the water quality in terms of appearance, smell and taste. The company has also created a system of keeping fresh water fish in a tank of water drawn from underground to check for abnormalities.

In addition to these everyday management processes, the company also conducts its own regular inspections and has external authorities check that its sewerage conforms to standards for water quality, ensuring that there are no abnormalities.

4 Handling of Hazardous Substances

In addition to keeping track of and managing the levels of substances that fall under the PRTR Law, the company also strictly controls the use, processing, and disposal of reagents specified under the Poisons and Deleterious Substance Control Law and has developed its own Standards for Use of Reagents and Standards for Use of Poisons and Deleterious Substances, as part of its product quality-control inspection system.

The only substance that required reporting to the authorities was 9,950 kg of chlorodifluoromethane purchased by the Ibaraki Brewery in 2003. Chlorodifluoromethane was needed to replenish refrigeration machinery used over a long period of time. This amount is reported as the amount emitted by the company for this year, according to administrative guidance.

4 Improvements to Natural Environment

There were no improvements to the natural environment during the reporting period.

4 Surface Area Subject to Greenification, Tree-planting, and Natural Rehabilitation

Over 210,000 m², equivalent to 50% of the site of the Kanagawa Brewery completed during 2002, has been set aside as a green area. The Shobara Forestry Station is also managing the corporate forest of 2,169 hectares in Hiroshima Prefecture by following recognized methods of responsible forest management. Of the forest, around 24%, or 528 hectares, is natural forest.

4 Electricity and Office Paper Consumption at the Head Office Building

	2000	2001	2002	2003
Electricity (thousand kWh)	729	705	702	657
Office paper (thousand sheets)	6,745	7,891	7,925	8,498

*1 The total amount of electricity consumption above was measured as all electricity consumed at Asahi Breweries' head office, with the exception of air-conditioning.

*2 There are some 520 employees at the head office (including contractual employees and those contracted via human resource companies).

*3 The proportion of double-sided copies was 25.6% for 2003.

4 Status of Recycling at the Head Office Building

	2000	2001	2002	2003
Amount produced (tons)	505	529	500	472
Amount recycled (tons)	303	334	295	291
Recycling ratio (%)	59.9	63.2	59.0	61.5

4 Ratio of Green Purchasing at the Head Office Building

	2000	2001	2002	2003
Volume basis (%)	67	70	49	47
Value basis (%)	51	48	43	46

*Results for 2000 are for June to December only

Asahi Breweries' Green Purchasing Guidelines

Effective June 1, 2000

1. Basic Policy

Choose "green products" whenever purchasing general office supplies, equipment, consumables, and even services. This leads to the question: What are the benefits of green purchasing?

- (1) Consider the practical need for the item when making a purchasing decision.
- (2) Choose products with a reduced environmental burden.
 1. Products that use or release reduced amounts of substances that are harmful to the environment or human health.
 2. Products that consume less energy and fewer resources.
 3. Products that effectively utilize resources that have been collected in a manner ensuring sustainable production.
 4. Products that can be used for longer periods of time.
 5. Products that can be reused.
 6. Products that can be recycled.
 7. Products that use more recycled materials or reused parts.
 8. Products that can be easily processed and treated for disposal.

2. Objective

Practice green purchasing, or the prioritized purchase of products with a reduced environmental burden, to advance the environmental preservation efforts of the Asahi Breweries Group.

3. Targets

- (1) Consumables such as stationery: Always purchase "eco-products" when available.
- (2) Office equipment: Choose eco-products for all future purchases. (Unless there is no available "eco-version" of the product you need.)

4. Purchasing Standards

- (1) Give priority to products bearing the Eco Mark or another badge of environmental certification.
- (2) Purchase from the eco-stationery list.
- (3) Purchase products that are manufactured and sold by businesses working to protect the environment.

5. Scope

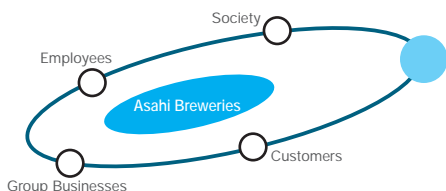
- (1) Consumables used in offices. Examples include stationery, copying paper, and various toners.
- (2) Goods and equipment used in offices. Examples include desks, cabinets, and copiers.

6. Cost Containment

If the purchase of a "green item" adds to the cost, the decision is left to the brewery or branch that makes the purchase. To promote green purchasing, the breweries and branches are encouraged to offset extra costs by using goods more efficiently and devising other cost-saving measures.

7. Others

- (1) These guidelines are based on the *Green Purchasing Guidelines*, as prepared by the Green Purchasing Network.
- (2) These guidelines are subject to revision as necessary to reflect new knowledge and changes in social conditions.



Environmental Performance

Total Amount of Transportation

	1999	2000	2001	2002	2003
Production amount (thousand kl)	2,542	2,541	2,789	2,677	2,614
Total distance transported (thousand km)	97,179	91,436	110,689	103,562	98,920
Total amount of transportation (thousand tons × km)	—	745,837	958,184	866,898	845,289

Amount of Air Emissions as a Result of Transportation

	1999	2000	2001	2002	2003
CO ₂ emissions (thousand tons)	69	64	79	74	72
SO _x emissions (tons)	85	78	98	91	88
NO _x emissions (tons)	214	197	246	229	222

Number of Low-emission Vehicles Deployed (small-size trucks and forklifts)

	1999	2000	2001	2002	2003
Number of CNG-powered trucks deployed	1	7	8	3	0
Number of CNG-powered forklifts deployed	—	—	4	17	0

*The Suita Brewery is the only one of the company's breweries to have a CNG filling stand on site. As a result of deployment being completed at that site, the number of new vehicles for 2003 was zero. Going forward, the company intends to introduce more such vehicles while monitoring the infrastructure maintenance situation in the market.

Proportion of Products Transported Directly from the Brewery (%)

	1999	2000	2001	2002	2003
Direct from brewery ratio	78.9	83.6	86.6	88.3	89.1

Environmental Considerations for Containers and Sales-promotion Tools

In July 2000, the company set up the Environmental Guidelines for Reducing the Environmental Burden of Products and Sales-promotion Tools. This has helped the company evaluate the environmental burden of new packaging and sales-promotion tools as they are developed and adopted from the perspective of raw materials used, actual appearance, and the way they are used. In order to reinforce these guidelines, Asahi Breweries' proprietary Eco Point Calculation Standards* (environmental consideration level) was introduced in 2001. Excluding a small number of products for which, due to quality issues or the fact they are produced abroad, raw materials cannot easily be changed, the Eco Point score is now 90.2 points, an increase of about 13 points compared to 2000.

*Eco Point Calculation Standards

Asahi Breweries evaluates all packaging and major sales-promotion tools according to the following seven criteria on a 1 to 3 point scale. For example, regarding "disposability (ease of disassembly)," the company would give a product a score of 1 if it was difficult to disassemble, 2 if it could easily be disassembled, and 3 if the product consisted only of one substance and did not require any disassembling. At Asahi Breweries, any product that has managed to garner at least 13 points, which is more than 60% of the possible points (21 points), is regarded as an environmentally friendly tool.

Eco Point Calculation Standards

(1) Disposability (Safety)

That the product does not include carcinogenic, environmental hormones, or other substances that may be harmful to the human body.

(2) Disposability (Ease of disassembly)

That the product can easily be disassembled and separated into different constituents with bare hands (no need to use any tools), or that the product consists only of one substance and does not require any disassembling.

(3) Disposability (Ease of reusing materials)

That the product uses materials such as paper (newspaper, magazines, pamphlets), cardboard, aluminum, steel, glass or other materials for which there is already a developed recycling market in society.

(4) Prevention of resource exhaustion (Use of renewable materials)

That the product uses recycled paper, recycled plastic, or other materials. That it uses non-renewable resources to the smallest extent.

(5) Reduction of the physical size at disposal

That the waste produced by the product or its packaging is less than that produced the previous year. This is to be achieved by reducing the weight or amount of the materials used.

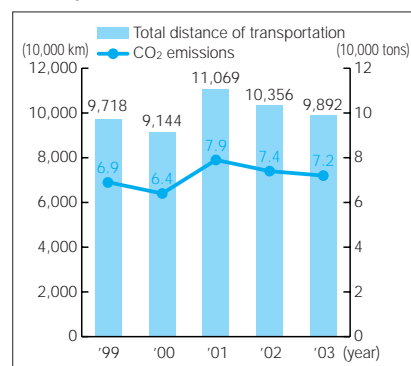
(6) Longevity and robustness

That the product is created to be used again and again. Increasing robustness and designing products to be capable of being used again and again.

(7) Display and disclosure of information

That environmental labeling, contents labeling, information regarding recycling and disposal appear on the product.

Changes in Total Distance of Transportation and CO₂ Emissions



Environmental Guidelines for Reducing the Environmental Burden of Products and Sales-promotion Tools

Effective July 1, 2000

1. Objective

The goal is to observe the Environmental Guidelines for Reducing the Environmental Burden of Products and Sales-promotion Tools as the company develops products that comply with environmental conservation and promote waste reduction and recycling in sales activities, all in our continued efforts to advance the environmental preservation activities of the Asahi Breweries Group.

2. Basic Policy

(2.1 Green Purchasing)

Always practice green purchasing when producing or adopting product containers/packaging and sales-promotion tools. This is done by selecting materials that can be easily recycled after use, and choosing certified products bearing the Eco Mark and other badges of environmental certification.

(2.2 Product Development)

In the course of product development, consider the environmental burden of the product's containers and packaging designs.

(2.2.1 Container)

Introduce lightweight, single-composition, recyclable materials for product containers to promote resource-saving, energy-saving, and recycling.

(2.2.2 Container Packaging)

Simplify container packaging to reduce the generation of waste.

(2.3 Sales-promotion Tools)

Reduce environmental burden in the production, adoption, and use of sales-promotion tools.

(2.3.1 Materials for Sales-promotion Tools)

In the production and adoption of sales-promotion tools, always prac-

tice green purchasing, and be sure that inappropriate materials are never used. Furthermore, pay attention to the use of composite or nonflammable materials that may prevent recycling or remanufacturing. (2.3.2 Review of Packing Style)

For the packing of sales-promotion tools, consider packing materials and designs that produce less waste. Also be sure to check for packing materials that are environmentally friendly, and for excess packing materials in individual wrappings.

(2.3.3 Appropriate Production Volume and Inventory Levels)

Before producing and using sales-promotion tools, review plans to determine whether the production volume, inventory level, and items themselves are appropriate, with minimal chances of wasteful consumption due to nonuse or other reasons.

(2.3.4 Waste Disposition)

Promote the sorting and recycling of refuse in the waste treatment of sales-promotion tools.

3. Promotion of Recycling

Actively educate business partners and customers on the processes involved in container recycling, including the collection of returnable bottles and empty containers.

1 Eco Points for Major Marketing Materials

	2000	2001	2002	2003
Total weight of materials produced (tons)	7,090	6,217	9,109	6,278
Total weight of items that passed the Eco Standard (tons)	4,813	5,046	8,275	5,666
Eco Points (%)	67.9	81.2	90.9	90.2

1 Number of Uniforms Made from Recycled Plastic Bottles (PET)

Across all 12 companies in the Group, uniforms made from recycled plastic bottles (PET) are being introduced. During fiscal 2003, the Group purchased a total of some 2,600 uniforms. In addition, worn-out uniforms are being subjected to thermal-recycling (incineration where the heat released during burning is reused as an energy source).

Reference

History of Environmental and Social Activities

Year	Environmental activities	Social activities	Recognition from outside the company
1963	• Introduced a wastewater treatment unit		
1973	• Established the Energy-Efficiency Promotion Committee (EE Committee)		
1984		• Established the Asahi Beer Life & Culture Research Foundation (now the Asahi Breweries Foundation)	
1985			• The Hakata Brewery received the Minister for International Trade and Industry Award for the Promotion of Energy Conservation (Ministry of International Trade and Industry)
1987	• Introduced a lithium bromide-absorption refrigeration unit (to recover exhaust heat from steam)		
1988	• Introduced an anaerobic wastewater treatment system for energy-saving and sludge reduction		
1989	• Adopted a recompression system for the use of steam generated in brew kettles (closed boiler system)	• Established the Asahi Beer Arts Foundation • Established the Asahi Health Friends Club	
1990		• Established the Corporate Culture Department (now part of the Department of Environmental Management) • Started the Asahi Lobby Concerts	
1991	• Established the Living Environment Department (currently the Department of Environmental Management) • Established the Living Environment Committee (currently the Environmental Committee)	• Started the Asahi Culture Seminars	
1992		• Set up the Nice Life Holidays system	
1993	• Established the <i>Basic Policies Regarding Environmental Conservation</i>		
1994		• Started publishing <i>Volunteer News</i> • The Asahi Beer Arts Foundation started a scholarship program for foreign students studying in Japan	• The Hokkaido Brewery received the Sapporo City Sewage Works Agency Director's Award (Sewage Works Agency, Sapporo)
1995	• Established the Section Meeting for the Promotion of Energy-Saving and Waste Reduction under the Living Environment Committee		• The Hakata Brewery received the Minister for International Trade and Industry Award for the Promotion of Energy Conservation (The Energy Conservation Center, Japan)
1996	• Established the Brewery Environmental Management Committee at all Asahi breweries • The Ibaraki Brewery achieved 100% waste recycling (November)	• The Global Environmental Science Department was added to the Asahi Beer Life & Culture Research Foundation, and it changed its name to the Asahi Breweries Foundation • Opened the Asahi Beer Oyamazaki Villa Museum	• The Hokkaido Brewery received the Minister for International Trade and Industry Award for the Promotion of Energy Conservation (The Energy Conservation Center, Japan) • Received <i>Mécénat</i> Prize
1997	• Introduced a co-generation system and ammonia-absorption refrigeration unit (for enhanced energy-efficiency and the elimination of CFC gases) • Established guidelines for brewery environmental audits • Implemented environmental audits at all Asahi breweries • Completed the Shikoku Brewery, the first Asahi production facility designed to be completely friendly to the environment (June)	• Established the Asahi Breweries Natural Sciences Study Group (Alaska)	• The Ibaraki Brewery received the Earth-Friendly Business Award (Ibaraki Prefecture) • The Ibaraki Brewery received the Award of Excellence for an Advanced Business Facility (<i>Nihon Keizai Shinbun</i>) • The Tokyo Brewery received the Friendly Plant Certification (Excellence of Plant Operations in Harmony with People and the Community) (Ota Ward, Tokyo) • The Nishinomiya Brewery received the Nishinomiya Award for Excellence in Urban Landscaping (Nishinomiya City)
1998	• Achieved 100% recycling of all waste generated at Asahi breweries (November) • The Fukushima Brewery received ISO 14001 certification (December)	• Set up the matching gift system	• Asahi Breweries received the Minister for International Trade and Industry's Global Environment Award (<i>The Japan Industrial Journal</i>) • The Suita Brewery received the New Energy Foundation Chairman Award at the 21st Century New Energy Awards (New Energy Foundation) • Asahi Breweries received the Environmental Action Plan Special Award (National Association for the Promotion of Environmental Conservation) • The Nishinomiya Brewery received the Award for Outstanding Performance in Efficient Recycling (Hyogo Prefecture Waste Conference) • The Hokkaido Brewery received the Sapporo City Sewage Works Agency Director's Award (Sewage Works Agency, Sapporo) • The Suita Brewery received the Osaka Governor's Award for Green Landscaping (Osaka Society of Architecture & Building Engineers) • Received BELCA Prize • Received BCS Prize

Year	Environmental activities	Social activities	Recognition from outside the company
1999	<ul style="list-style-type: none"> The Nagoya Brewery achieved CFC-free operations (April) 		<ul style="list-style-type: none"> The Shikoku Brewery received the Shikoku Division Manager's Award and other prizes (The Illumination Engineering Institute of Japan, Shikoku Branch) Asahi Breweries received the Grand Prize for Social Contribution (Asahi Shimbun Foundation) Asahi Breweries received the Judge's Special Award at the Grand Prix for the Protection of the Ozone Layer (<i>Nikkan Kogyo Shimbun</i>) The Nagoya Brewery received the Award of Excellence for an Advanced Business Facility (<i>Nihon Keizai Shimbun</i>)
2000	<ul style="list-style-type: none"> Revised the Basic Policies Regarding Environmental Conservation (January) Established the Group Environmental Committee (April) 	<ul style="list-style-type: none"> Started the Asahi Art Collaboration 	<ul style="list-style-type: none"> Asahi Breweries received the Fuji Sankei Group Award at the Global Environment Award (<i>The Japan Industrial Journal</i>) The Ibaraki Brewery received the Special Millennium Award of Excellence for an Advanced Business Facility (<i>Nihon Keizai Shimbun</i>)
2001	<ul style="list-style-type: none"> Head office obtained ISO 14001 certification (August) Shobara Forestry Station obtained FSC forestry management certification (September) 		<ul style="list-style-type: none"> The Shikoku Brewery was honored for its role as a promoter of recycling activities by the Association for the Promotion of Recycling
2002	<ul style="list-style-type: none"> Opened an environmental exhibition area (Asahi Eco Space) (April) Completed our environmentally friendly brewery in Kanagawa (May) 	<ul style="list-style-type: none"> Started the Asahi One Beer Club and Asahi Eco Mileage systems Organized the Asahi Arts Festival 	<ul style="list-style-type: none"> The Nishinomiya Brewery was awarded the Second Blue Sky Award (Association for Air Environmental Conservation, Hyogo Prefecture) Asahi Breweries received the Shikoku Economic and Industrial Bureau's Prioritized Energy Management Prize (Ministry of Economy, Trade and Industry) Asahi Breweries received the Energy Conservation Center's Chairman Award for Exemplary Energy-Saving Practices (The Energy Conservation Center, Japan) Asahi Breweries received Minister of Environment Award at the 11th Global Environment Awards (<i>The Japan Industrial Journal</i>) Asahi Breweries received Award of Excellence at the goo Environment Grand Prix 2002 (NTT-X) Asahi Breweries received Silver Award in the Special Category Judged by Readers in the 41st <i>Japan Industrial Journal</i> Industrial Advertisement Awards (<i>The Japan Industrial Journal</i>) Asahi Breweries received Award of Excellence at the 6th Environmental Report Awards (Global Environmental Forum) Kanagawa Brewery received Award for Excellence for an Advanced Business Facility (<i>Nihon Keizai Shinbun</i>) Nikka Whisky's Hokkaido Distillery received Award for Superior Plant Greenification (Ministry of Economy, Trade and Industry) Asahi Breweries received Award of Excellence at 6th Green Report Award (Toyo Keizai Inc.)
2003	<ul style="list-style-type: none"> Environmental Communication Report Reading Group held at Hokkaido, Nishinomiya, Hakata Breweries Established joint-venture wind power electricity business Green Power Aso in Nishimura Village, Kumamoto Prefecture, with Electric Power Development Co. (J-Power) Asahi Breweries Environmental Awards (internal award proposal system) begun 	<ul style="list-style-type: none"> Environmental Questionnaire and Social Responsibility Questionnaire made available on company's procurement website ICAP Board meeting held in Japan for first time 	<ul style="list-style-type: none"> Kanagawa Brewery receives 2nd Japan Sustainable Management Pearl Award from Mie Prefecture Asahi Soft Drinks' Kashiwa Plant receives Chairman's Award from Reduce, Reuse, Recycle Promotion Conference, Kashiwa City



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Consumption of alcohol by under 20 years of age is prohibited by Japanese law. Please recycle cans.



	<p>30% Minimum At least 30% of the fibre used in the manufacturing process of this product comes from well-managed forest independently certified according to the rules of the Forest Stewardship Council.</p> <p><small>FSC TRADEMARK © 1996 FOREST STEWARDSHIP COUNCIL A.C.</small></p>
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FSC (Forest Stewardship Council) Certification

A system for the certification of responsible forest management. The certification is awarded to forests currently being managed under sustainable, long-term plans for planting and felling. The forests are carefully preserved as natural resources and in no way damaged by improper forestry methods.

