

**Suntory’s flagship beer bar  
“The PREMIUM MALT’S HOUSE” to open for a limited  
period in 9 cities worldwide**

**- Japan’s premium beer to offer its "Kami-Awa"  
experience to consumers overseas -**



This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

Tokyo, Japan (June 27, 2023) — Suntory Spirits Ltd. will be opening "The PREMIUM MALT'S HOUSE" for a limited period in 9 cities around the world starting from July 1<sup>st</sup>, 2023, aiming for consumers overseas to experience the value and uniqueness of the company’s flagship beer brand "The Premium Malt's".

The Premium Malt’s is a premium beer brewed only in Japan by its dedicated craftsmanship using carefully selected ingredients including high-quality groundwater, Diamond Malt and European Aroma Hops.

“Kami-Awa” meaning “Super Fine Creamy Foam” is the company’s original term to express the creaminess of the foam. With the “Kami-Awa” achieved by the carefully selected ingredients, brewing and pouring method, The Premium Malt’s has been enjoyed by Japanese consumers, and this year, the company is proud to offer this Japanese premium beer at “The PREMIUM MALT'S HOUSE” to consumers overseas.

A flagship beer bar “The PREMIUM MALT'S HOUSE” opened this February in Tokyo, where you can enjoy the “Kami-Awa” quality of The Premium Malt’s. This time, “The PREMIUM MALT'S HOUSE” will be opening in 9 cities around the world, with the aim to offer consumers overseas to experience the value of The Premium Malt's.

▼Location and Dates (In chronological order)

New York	: July 1 <sup>st</sup> to July 31 <sup>st</sup>
Los Angeles	: July 1 <sup>st</sup> to July 31 <sup>st</sup>
Seoul	: July 7 <sup>th</sup> to August 4 <sup>th</sup>
Kaohsiung	: July 15 <sup>th</sup> to July 16 <sup>th</sup>
Hong Kong	: July 18 <sup>th</sup> to August 18 <sup>th</sup>
Sydney	: July 21 <sup>st</sup> to August 6 <sup>th</sup>
Singapore	: July 31 <sup>st</sup> to August 14 <sup>th</sup>
Taipei	: August 1 <sup>st</sup> to August 6 <sup>th</sup>
Taichung	: August 12 <sup>th</sup> to August 13 <sup>th</sup>

For more details, please check "The PREMIUM MALT'S HOUSE" website here:  
<https://www.suntory.com/beer/premium/premalhouse/en/>

**About Suntory Holdings**

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products, from premium spirits, beer, wine, ready-to-drink alcohol beverages, to brewed teas, bottled water, still and carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu*, as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds with *The Premium Malt's* beer, and owns the exceptional Japanese wine, *Tomi*, and the world-famous *Château Lagrange*. Its brand collection includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea, *Suntory Tennensui* water, *TEA+ Oolong Tea*, *V* and *BRAND'S*, as well as popular health and wellness product *Sesamin EX*.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.2 billion in 2022. Its 40,885 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a corporation sustained by the gifts of nature and water, Suntory Group will always protect the ecosystems that deliver water. Because its ecosystem is the wellspring, not only of its business and the rich experiences the group creates for people's lives, but also of human life itself. Suntory Group will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of its corporate pursuits, Suntory seeks to inspire the brilliance of life.

Learn more about Suntory Group, its brands, and its commitment to social responsibility and sustainability at [www.suntory.com](http://www.suntory.com), on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).