

Alcoholic Beverages: A Credentials Overview

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Why choose Asian Strategies?

- Asian Strategies has worked with a wide variety of alcoholic beverages brands throughout Asia for the past 20 years. We were one of the first research agencies to conduct alcoholic beverages-related research in markets like Myanmar, China and IndoChina. **If there is one industry in which we claim expertise, this is it!**
- Asian Strategies is a **research and planning** firm. We have a team of experienced consumer behaviourists, researchers and analysts. For over 20 years our focus across Asia-Pacific has been finding patterns and trends in data.
- Our insights are proven to be **actionable**. In 2010, for example, we were asked by SingTel to identify the biggest trends in digital technology, and 20 new product and service ideas that would harness the potential of such trends. When we were asked to repeat the project in 2012, we learnt that 16 of our ideas had - or were in the process of being - implemented. Clearly, our ideas work.
- Finally, our specialty is customised research focussing on **difficult-to-reach market segments**. Unlike most other research agencies, we don't do FMCG work. Instead we specialise in a few industries in which we have genuine personal and professional interests, namely: banking and finance, alcoholic beverages and luxury goods. Such specialisation means that we don't spend time on projects that could dilute our core expertise.



Wine & spirits clients

Comité Champagne

India

Diageo/Booz Allen Hamilton

*Johnnie Walker, Hennessy, Smirnoff, Tanqueray, Bailey's
Vietnam, Korea, Japan, PRC*

Seagram/Pernod Ricard

*Chivas Regal, Something Special, Passport, Seven Crown, Blender's
Pride
Vietnam, Indonesia, Myanmar, India*

Allied Domecq/Pernod Ricard

*Courvoisier, Ballantine's, Maker's Mark, Canadian Club
Greater China (i.e. PRC, Taiwan and HK), Thailand, India*

J&B

Japan, Thailand

Brown-Forman

*Jack Daniel's
Myanmar, Cambodia*

World Brands Duty Free/Campari Group

*Wild Turkey
Japan*

F1 Rocks

Singapore

Brewery clients

Asia-Pacific Breweries

*Tiger, Heineken, ABC Stout, Baron's
Singapore, Myanmar, Laos, Cambodia, Vietnam*

Fosters

Australia, Singapore, Hong Kong, Myanmar

Delta Djakarta

*Anker Beer, Tiga Kuda Stout
Indonesia*

Heineken

Indonesia, Laos, Myanmar, Singapore

Guinness

Australia, Indonesia, Myanmar, PNG

San Miguel

Cambodia, Indonesia, Myanmar, Vietnam

South Pacific Brewery

PNG

Solomon Islands Brewery

Solomon Islands

