



Asahi UK Case Study

Client Overview

Asahi UK is a subsidiary of Asahi Europe & International, responsible for sales, marketing, and customer operations across the UK and Ireland. Their portfolio includes premium beer, ale, and cider brands such as Peroni Nastro Azzurro, Asahi Super Dry, Meantime, Fuller's London Pride, and Cornish Orchards.

“

WSET's qualifications have a strong reputation worldwide as the industry standard for [drinks] knowledge

”



WSET

Asahi
GROUP

Asahi UK



The Challenge

At Asahi UK, the commitment to developing quality, super-premium brands means that beer knowledge within their commercial sales force is more than just a nice-to-have. It's essential for teams to be beer confident when building trust with customers and maintaining a premium reputation.



90%

of participants reported an increase in product knowledge

The Solution

Asahi UK utilised the WSET Level 1 Award in Beer to provide comprehensive training to 82 team members. The online module enabled efficient large-scale training with straightforward materials, facilitating rapid execution. The team gained an excellent understanding of beer, which is fundamental to their commercial and technical roles.

The Results

- **Enhanced product knowledge:** The training raised the standards of beer and product knowledge across a diverse team, with 90% of participants reporting improved knowledge after the course.
- **Customer engagement:** Two key customers, LWC Drinks and Drake & Morgan, have requested similar training for their teams.
- **Commitment to development:** Demonstrated Asahi UK's dedication to developing people and talent.
- **Industry recognition:** Being the first full commercial team to commit at this scale reinforced Asahi UK's reputation and premium credentials in beer.
- **Increased confidence:** Staff are now empowered to speak more confidently with customers and consumers.

“Asahi UK is thrilled to be the first field sales and technical operations team to help set this new standard in the beer sector.”

“An excellent understanding of beer is the foundation of our commercial and technical team, so we committed to investing in training through WSET, the global leader in drinks education.”

Craig Nelson, Director of Sales

“It has made me want to do Level 2, and use it to progress my career to move roles and work with brands more.”

Asahi UK team member

If you'd like to see how WSET training can enhance your team's knowledge and strengthen customer engagement, get in touch with us today.



WSET

Visit us at [wsetglobal.com](https://www.wsetglobal.com)

Follow us @wsetglobal    

