

SUNTORY

NEWS RELEASE – No.14590 (2024.5.1)

Suntory Holdings' Spirits Arm Beam Suntory Rebrands to Suntory Global Spirits

**– Suntory Holdings celebrates 10 years since acquisition of Beam Inc.
New positioning sets global business up for next era of growth and leadership –**

Tokyo, JAPAN (May 1, 2024) – Beam Suntory, a world leader in premium spirits, announced that it has rebranded to Suntory Global Spirits, reflecting the company's evolution into a truly global leader across categories in spirits and Ready-to-Drink cocktails. The new name is introduced as Suntory Holdings marks 10 years of sustained, profitable growth of its spirits business since acquiring Beam Inc. in 2014.

The now Suntory Global Spirits has grown significantly over this time period – including from a \$2.5 billion-dollar company to a \$5.5 billion-dollar global spirits powerhouse today – and its team has also expanded, now comprised of more than 6,000 employees around the world.

“Now is the right moment to deepen our shared passion for the innovation and artistry that deliver incredible experiences through our products and fully unlock our unified advantage across our leading spirits portfolio,” said Tak Niinami, President & CEO of Suntory Holdings, and Executive Chairman of the Board of Directors, Suntory Global Spirits. *“Since the acquisition of Beam Inc. in 2014, the company has gone through an incredible transformation to become an even stronger organization, led by our shared values of Growing for Good, Yatte Minahare and Giving Back to Society. We're grateful to the entire global team under Greg's leadership as we continue to inspire the brilliance of life in harmony with nature and grow the trust and love that people have for Suntory around the world.”*

“Suntory Global Spirits demonstrates our global leadership and premium position in the market, while enabling us to build upon the strong and positive brand recognition that Suntory has worldwide,” said Greg Hughes, President & CEO of Suntory Global Spirits. *“The dedication that Suntory CEO Tak Niinami and Suntory Holdings have shown to advancing our culture and business growth – while also preserving the legacy of*

craftsmanship and interplay of traditions exemplified in brands from Jim Beam to Laphroaig and Maker's Mark to Yamazaki – is extraordinary. Becoming Suntory Global Spirits is the natural next step in our evolution.”

The rebrand highlights the company's unmatched focus on quality, craftsmanship and sustainability, and is expected to help Suntory Global Spirits drive value as one global team to become the *World's Most Admired Premium Spirits Company*.

To learn more about Suntory Global Spirits, visit its new website at suntoryglobalspirits.com.

About Suntory Group

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 \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

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, on [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).

About Suntory Global Spirits

As a world leader in premium spirits, Suntory Global Spirits inspires the brilliance of life by creating rich experiences for people, in harmony with nature. Known for its craftsmanship of premium whiskies, including Jim Beam® and Maker's Mark®; Japanese whiskies, including Yamazaki®, Hakushu®, Hibiki® and Toki™; and leading Scotch brands including Laphroaig® and Bowmore®, Suntory Global Spirits also produces leading brands such as Tres Generaciones® and El Tesoro® tequila, Roku™ and Sipsmith® gin, and is a world leader in Ready-to-Drink cocktails, with brands like -196 and On The Rocks™ Premium Cocktails.

A global company with approximately 6,000 employees in nearly 30 countries, Suntory Global Spirits is driven by its core values of Yatte Minahare, Growing for Good and Giving Back to Society. The company's Proof Positive sustainability strategy includes ambitious goals and investments to drive sustainable change and have a positive impact on the planet, consumers and communities. Headquartered in New York City, Suntory Global Spirits is a subsidiary of Suntory Holdings Limited of Japan. For more information, visit www.suntoryglobalspirits.com and www.drinks mart.com.