

JFTC warns Asahi Breweries Ltd., against a possible unfair trade practice in beer trading

8 December, 2003

The Japan Fair Trade Commission

The Japan Fair Trade Commission (hereunder JFTC) conducted an investigation into the trade in beer and low-malt beer by Asahi Breweries Ltd., (hereunder ASAHI) based on the provisions of Antimonopoly Act. JFTC issued today a warning to ASAHI recognizing that its behavior is in danger of violating the provisions of Section 19 of the Act (Unfair trade practice Discriminatory Treatment on Transaction Terms, etc.).

1. Concerned Party

<u>Name &</u>	Asahi Breweries Ltd.,
<u>Places</u>	Chuo-ku, Tokyo, Japan
<u>Business</u>	Product and Sales of Beer and Low-Malt Beer, and so on

2. Summary of conduct suspected of violating the Antimonopoly Act

ASAHI offered some retailers in the southern region of Osaka Prefecture which purchase beer and low-malt beer of ASAHI inexpensively from distributors the cost of sales promotion that greatly more than that of the other retailers that traded approximately the same number of ASAHI 's products (for instance, from August 2002 to March 2003, there were differentials of eight times). The ASAHI 's conduct was likely to have a bad influence on the fair competition between retailers in the southern region of Osaka Prefecture.

3. Summary of the Warning

JFTC warned ASAHI not to engage in the conduct of paragraph 2 above in the future.