

# PPG selects Asahi UK as leading lager partner across U.K. lounges



Asahi UK and PPG are bringing Asahi Super Dry and Meantime Dial Lager to the company's U.K. lounge network

Plaza Premium Group ([PPG](#)) has today announced a partnership with [Asahi UK](#) to bring two of its premium lagers, Asahi Super Dry and Meantime Dial Lager, to PPG's U.K. lounge network. The news marks International Beer Day.

Asahi UK, a leading supplier of premium lager, cider and craft beer, is enhancing the beverage offering across Plaza Premium Lounges at London Heathrow and London Gatwick Airports, as well as the Turkish Airlines Lounge operated by Plaza Premium Group at Edinburgh Airport. Travelers can now enjoy Japan's top-selling beer, Asahi Super Dry, alongside the award-winning British craft beer, Meantime Dial Lager.

Famous for its crisp, karakuchi (dry) taste, Asahi Super Dry is one of the world's most recognized premium lagers. Meanwhile, Greenwich-born [Meantime Brewing Company](#), a pioneer of the U.K. craft beer movement since 1999, brings a passion for innovation and 100 percent British ingredients to the menu.

The partnership elevates PPG's U.K. food and beverage program, offering travelers a curated selection of globally renowned and locally celebrated lager brands as part of their pre-flight experience.

The launch on International Beer Day is just the beginning. Over the next two years, PPG and Asahi UK will bring the partnership to life with exclusive events, seasonal activations, and interactive tastings, giving travellers new ways to experience Asahi Super Dry and Meantime before they fly.

Mario Binelli Mantelli, Vice President, U.K. & Northern Europe, Plaza Premium Group, said, "At Plaza Premium Group, we are continually looking for ways to elevate the guest experience through exceptional hospitality and curated partnerships. Asahi UK shares our commitment to quality, innovation, and memorable experiences, making them a natural partner for our U.K. lounge portfolio. We are delighted to welcome Asahi Super Dry and Meantime Dial Lager to our offerings, giving travellers even greater choice from two world-class brands."

Rob Hobart, Marketing Director at Asahi UK, said, "We are excited to partner with Plaza Premium Group and bring Asahi Super Dry and Meantime Dial Lager to travellers across some of the U.K.'s top airports. Both brands have strong stories rooted in quality, craftsmanship and a passion for brewing excellence. This partnership provides a fantastic opportunity to connect with consumers in a premium travel environment whilst enhancing the beverage offering available to guests before they begin their journeys."