



ASAHI SUPER DRY EXTRA COLD, the new style to drink for 2010 summer ! This beer bar has appeared as like a Oasis of Ginza, formed a line about 30min to 1h under a scorching sun... yes Japanese are very patient... humm... but, EXTRA COLD beer bar might be too cold to stay long !? So, I should think the turnover might be interesting. Challenge the new concept as like a guerilla, more than 30,000 people were satisfied with and closed on 30 Sep 2010. ASAHI will propose how to drink EXTRA COLD in cold winter, so wait and see...

