



Good afternoon,

Following the announcement that Carlton & United Breweries and Asahi Premium Beverages (APB) will combine under the CUB name, all APB keg products will transition to CUB & [CUB Online](#) from 1 October.

APB Kegs are Transitioning to CUB 1 October

To provide our customers with access to our total APB and CUB portfolio, **from October 1 we will transition all Asahi Premium Beverages keg products (across all categories) to CUB**. This will enable you to access CUB and APB kegs through one account, one order and one delivery.

From 1 October, CUB and APB keg orders will be placed via your [CUB](#) account or the CUB Customer Experience Centre (CXC) on 13 2337.

If you do not currently order APB keg products, the only change for you is that you will see APB kegs become available through [CUB Online](#).

Important cutover information regarding order placement

- All APB keg products will be available through [CUB Online](#) or the CXC on 13 2337 from **Tuesday 29 September, 4pm**.
- To prepare for the transition of APB kegs to CUB, the last day you can order kegs from APB is **Monday 28th September - 12.30pm local time**.
- This does mean that there will be an order blackout from 12.30pm (local DC time) **Monday 28th September - 4pm Tuesday 29 September**.
- To ensure continuity of access to our APB keg products, **we encourage you to make sufficient orders prior to the 28th**.

Please be assured that our priority is to ensure continuity of service for you and a seamless transition.

For any questions or concerns, please reach out to your CUB representative or contact the customer experience centre on 13 2337, or by sending us a message via Live Chat or [support enquiry form](#) on CUB Online.

Kind Regards,

The Team at CUB