



# BEER MODERN ALCOHOL RTDs CIDER

PORTFOLIO  
JANUARY 2023



A BEVERAGE FOR EVERY OCCASION





## BRAND STORY

XXXX - Since 1978 we've been celebrating and championing the good life by brewing beer to be enjoyed under the hot Aussie sun.

The good life is the most treasured part of the Aussie lifestyle. Whether you're kicking back on a beach with rods in the sand enjoying the sunset, or, rising with the sun to chase the early worm. In any case, it's about getting the most out of each and every day.

It's as much a mindset as it is a lifestyle – with the right attitude and energy, any situation can be turned into the good life.

**XXXX gives you the ticket to the Good Life.**

### XXXX DRY

#### Lager

Made for the modern Aussie lifestyle, this is the new, easy-drinking, full-strength lager from XXXX.

With a crisp finish, XXXX DRY is incredibly refreshing on those hot Aussie days.

**ABV: 4.2% | IBU: 10.0**

### XXXX Gold

#### Lager

Best matched with great mates and the Aussie sun, XXXX GOLD is big on taste.

Once you crack a GOLD you'll know exactly why it's a favourite with Aussies - and what we mean when we say it's Good as GOLD.

**ABV: 3.5% | IBU: 14.0**

### XXXX Bitter

#### Lager

A big-hearted, full-flavoured lager that stands tall and proud for the Sunshine State.

Almost a century on from the day it first rolled off the Brewery floor, Queenslanders are still enjoying XXXX BITTER.

**ABV: 4.4% | IBU: 18.0**

### XXXX ZERO

#### Alcohol free

XXXX ZERO uses many of the same quality ingredients as the rest of the XXXX family, such as premium Australian barley, malted in Queensland. To give XXXX Zero the perfect crisp finish, we've used Nelson Sauvin hops which gives a slight aroma, making it perfect for all occasions.

**ABV: 0.0% | IBU: 8.0**

# TOOHEYS



## TOOHEYS NEW

### Lager

The refreshing Tooheys New lager completely revolutionised Australian beer culture in 1931. The balance of smooth malt character and a delicate hop aroma is perfectly suited to Australia's hot climate to deliver a smooth, refreshing and easy drinking lager.

So next time a Tooheys New is in your hands, remember it's more than just a beer. It's a piece of Australian history that transformed taps and taste buds across a nation.

**ABV:** 4.2% | **IBU:** 17.0



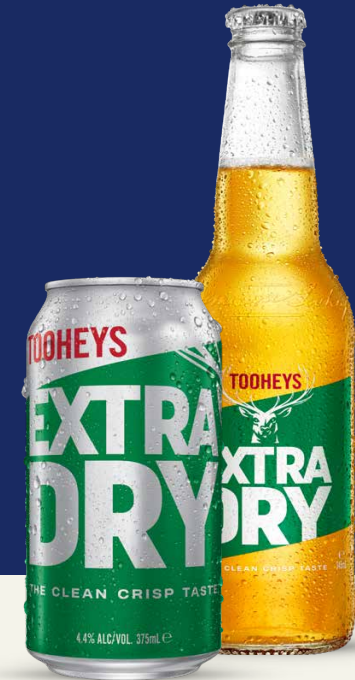
## TOOHEYS OLD

### Dark Ale

Tooheys Old Dark Ale was first brewed by the Tooheys brothers in 1869 and has been surprisingly refreshing ever since. With subtle notes of chocolate and roasted coffee, this original dark ale gains its colour from intense black malt to deliver a smooth, full flavoured and refreshing finish.

So next time you pick up a Tooheys Old Dark Ale, remember it's more than just a beer. It's a piece of Australian history.

**ABV:** 4.4% | **IBU:** 13.0



## TOOHEYS EXTRA DRY

### Lager

Tooheys Extra Dry is known for its clean, crisp taste. The extended brewing process removes excess sugars to create a refreshing lager with low bitterness and 30% less carbs than regular full strength beer. Mild fruity, malty notes accompany a mellow middle palate leaving a clean after-taste and refreshing finish, making it the perfect easy drinking lager.

**ABV:** 4.3% | **IBU:** 10.0



## BRAND STORY

There's a unique energy to Byron Bay – it's a place where art, music and surf culture collide, where counterculture is celebrated, and where people from all walks of life are welcome. Since 2008, Byron Bay Brewery™ has been a mainstay of the local community and has linked consumers all across the country to the spirit of the region.

Born in the heart of Byron Bay, Byron Bay Brewery Premium Lager is our latest offering – a refreshing, easy-drinking beer that connects you to the distinct energy of the town.

Beer penetration is declining within the 18-34 age group, driven in part by fewer beer brands delivering to their needs and values. Byron Bay Brewery Premium Lager is well positioned to leverage the aspiration & energy of Byron Bay, coupling this approach with an easy-drinking liquid, the brand is aiming to recruit this generation into, or back to beer, whilst also offering the opportunity to trade consumers up from contemporary offerings.

Channelling the eclectic interests, unique flavour and creative vibe of Byron Bay, Byron Bay Brewery Premium Lager aims to connect consumers to the energy of Byron Bay and give drinkers a taste of what it's all about.

**Open Byron.**

### Byron Bay Brewery Premium Lager

#### Lager

A balance between hop and malt, brewed with all pale malts for a light gold colour that delivers a smooth and refreshing taste.

**ABV:** 4.2% | **IBU:** 10.0



# HAHN



## HAHN SUPERDRY – LOW CARB

### Lager

What happens when you mix four mates, a round and a hunch? Born over 20 years ago with the dream to brew a better beer for modern Australians. Hahn SuperDry, Low Carb Lager uses modern brewing technology and the finest ingredients brewed longer to create a signature SuperDry crisp taste that's big on refreshment, yet low on carbs.

**Great Taste. Low Carb. How Good.**

ABV: 4.6% | IBU: 10.5



## HAHN SUPERDRY 3.5% – LOW CARB

### Lager

If awkwardly slow brewing was a sport, Hahn SuperDry 3.5 would take the trophy every time. Our Hahn SuperDry 3.5 mid strength recipe uses the same modern technology and finest ingredients brewed longer for that signature SuperDry crisp taste that's big on refreshment, yet low on carbs.

**Great Taste. Low Carb. How Good.**

ABV: 3.5% | IBU: 10.0



## HAHN SUPERDRY GF – GLUTEN FREE

### Lager

Hahn Ultra has changed its name to Hahn SuperDry GF. Same Great Taste – New Look. Hahn SuperDry GF was created using a groundbreaking brewing process five years in the making – combining revolutionary brewing technology with the finest ingredients to create a unique ultra crisp 'SuperDry' that's big on refreshment, lower on carbs – and gluten-free! Hahn SuperDry GF is officially endorsed as certified gluten free by Coeliac Australia making it appropriate for those with coeliac disease or leading a gluten-free lifestyle.

**Great Taste. Gluten Free. How Good.**

ABV: 4.2% | IBU: 12.0

## BRAND STORY

Established in 1987, Hahn was born out of a pioneering spirit, passion for innovation and a determination to brew the best beer possible for the good of the nation.

Inspired by the latest technology and the finest quality ingredients, we've created a range of better beers – Light, Low Carb, Mid-Strength, & Gluten Free with three key things in mind... great taste, crisp refreshment & a balanced lifestyle. We've focussed on delivering the good stuff so you can get on with living the good life.

**How Good.**



# James Squire

ORDINARY  
BE  
DAMNED



## James Squire One Fifty Lashes

Pale Ale

When James Squire was discovered stealing ingredients from the stores to make the colony's first batch of beer, the Judge ordered 150 Lashes... plus two barrels of ale. Thankfully for us, James Squire was a far better brewer than he was a thief.

ABV: 4.2% | IBU: 18.5



## James Squire Broken Shackles

Lager

James Squire fought his way to freedom, taking plenty of risks and finally breaking the shackles of his seven year sentence to set up Australia's first brewery.

ABV: 4.6% | IBU: 18.0



## James Squire Zero

Alcohol Free

An expertly crafted FULL FLAVOUR ALCOHOL FREE brew with a balance of malt and hop notes for a clean, crisp finish. Perfect for any social occasion where you want full flavour, without the alcohol.

ABV: 0.0% | IBU: 8.0



## James Squire Ginger Beer

Alcoholic Ginger Beer

James Squire Ginger Beer has been carefully crafted with real ginger for a light, refreshing and zingy ginger taste. It can be enjoyed straight from the can or over ice with fresh lime.

ABV: 4.0%



## BRAND STORY

Wherever you go in the world, it's always refreshing to see something you recognise. That green bottle, the red star, the smiling 'e'... like an instant welcome from an old friend.

It's been 140 years since Heineken® has been able to call itself a microbrewer. And while we're proud that 25 million Heinekens are served each day across 192 countries, we've never forgotten that the quality is measured not in the size of our brand but in the purity of our beer. Even as we continue to open up to new worlds, Gerard's uncompromised drive for quality and perfection still lives on in the Heineken® family.

**Cheers!**

### Heineken®

#### Lager

A premium lager beer, defined by its crisp, refreshing and full-flavoured taste. It has been brewed using 4 natural ingredients to a recipe that has remained unchanged since 1873.

**ABV:** 5.0% | **IBU:** 19.0

### Heineken® 0.0

#### Alcohol Free Lager

Heineken's unique 0.0 recipe is brewed with pure malt and special A-Yeast, just like the original Heineken® lager beer. Heineken® 0.0 – a natural, pure malt lager for a premium taste, without alcohol.

**ABV:** 0.0% | **IBU:** 8.0



## BRAND STORY

We were created by a group of beer-loving mates who wanted to give the beer community something better than the lager they were drinking at the time. Something with more flavour, more passion – something they would love. Originally we found an unlikely home in Fremantle, on the water's edge, fondly remembered by the locals for being an old croc farm. (In fact, the viewing platforms are still there today, with a very different view!) Swapping crocs for brewing tanks, we quickly got down to crafting.

The Freo community embraced us from the start. People came to try our beers, and, to our delight, they kept coming back. It wasn't long before we needed to grow a little, so in 2014 we again grew our little family, this time setting up shop in a long-abandoned wool mill site in Geelong, on the other side of Australia. From one humble beer, we now have a community of beer lovers around Australia.



### Little Creatures Pale Ale

#### American Pale Ale

A hop driven pale ale bursting with flavour and aroma that is ultimately refreshing, with a distinct bitterness that leaves the palate craving for more.

ABV: 5.2% | IBU: 36.0



### Little Creatures Pacific Ale

#### Pacific Ale

This beer is all about celebrating tropical Aussie flavours, reminding us of sunny, happy days. Straw-coloured and hazy, it has a soft fizz and passionfruit aroma, finishes slightly dry, yet is super refreshing.

ABV: 4.4% | IBU: 19.0



### Little Creatures Little Hazy Lager

#### Hazy Lager

This Little Creature is the perfect mid-strength beer at 3.5%. Little Hazy Lager will take you on a tropical adventure - think stone fruits like apricot, peach, and summer melon with grapefruit added for that zesty citrus element. Pure joy!

ABV: 3.5% | IBU: 11.0



### Little Creatures Extra Pale Ale

#### Extra Pale Ale

This XPA is all about vibrant hop aromas and flavours. With a lighter body, the fruity and floral hop characters in this beer really take centre stage.

ABV: 4.9% | IBU: 30.0



### Little Creatures Hazy IPA

#### Hazy IPA

Made with big juicy Aussie and American hops, this luscious party pleaser is a hazy fruit bomb full of delicious tropical juiciness.

ABV: 6.0% | IBU: 20.0



### Little Creatures Rogers

#### Amber Ale

Roasted toffee and caramel malt flavours, light citrus hop notes and a gentle bitterness define this unique, easy-drinking amber ale.

ABV: 3.8% | IBU: 23.0



### Little Creatures Elsie

#### Australian Ale

Named after Little Creature's beloved Kombi, Elsie is a refreshing ale with hints of citrus that give way to subtle maltiness, finishing clean and dry. The perfect beer for the west coast lifestyle.

ABV: 4.2% | IBU: 20.0



### Little Creatures Pipsqueak Cider

Crafted from locally sourced, fresh pressed apple juice, Pipsqueak is light and bright in colour with a wonderful, luscious dose of apple flavour and a great lingering texture.

ABV: 5.2%



### Little Creatures Ginger Alcoholic Ginger Beer

Down to earth & smooth-talking Little Creatures Ginger is perfect for hanging out with in the sunny arvo sun, or by the fireplace in the depths of winter. Refreshingly quirky, fun, and carefree with a little bit of bite, you'll love a cheeky hang with Ginger.

ABV: 4.0%





## BRAND STORY

Before Furphy became known as Geelong's favourite beer, Furphy was best-known as the name of the Shepparton family who made water tanks used by soldiers in World War I. The soldiers used to swap stories by the Furphy water tanks, giving rise to the definition of a 'furphy' as a tall tale.

In 2014, intrigued by the industrial and cultural legacy of this quintessentially Australian family, we brewed a beer that was a celebration of their unique history and called it FURPHY ORIGINAL in tribute. The beer – brewed in Victoria using local ingredients – became an instant classic and the FURPHY brand has grown to be enjoyed all over Australia.

Following this success, in 2020 we launched our easy-drinking Furphy Crisp Lager to show our ongoing commitment to providing crowd-pleasing beers, suitable for all Aussie drinkers and occasions.

To this day the Furphy family remain our beer-loving partners, with the combined ambition of continuing their heritage and infusing the notion of tall stories into the essence of the beer.



### Furphy Original

#### Kolsch

Furphy Original is a clean and crisp, balanced beer with subtle fruit flavours and aromas. Deep gold in colour and slightly hazy, there's a subtle maltiness throughout, balanced with a delicate hop character which leads to a pleasantly refreshing, dry finish.

**ABV:** 4.4% | **IBU:** 22.0



### Furphy Crisp Lager

#### Crisp Lager

The exciting new addition to the Furphy family. A smooth crisp lager with a subtle citrus character and low bitterness from the use of Cascade hops, compliments the light malt base which contributes the light golden colour to the beer. Super easy-drinking, crisp, refreshing and finishes clean.

**ABV:** 4.5% | **IBU:** 10.0



## BRAND STORY

White Claw™ Hard Seltzer takes its inspiration from the legend of the White Claw™ wave – when three perfect crests come together to create a moment of pure refreshment. We set out to make something as purely refreshing as this. The result? White Claw™ Hard Seltzer. A wave of pure refreshment. Crafted with quality ingredients, White Claw™ is made from a blend of seltzer water, our gluten-free spirit base and a hint of natural fruit flavour. White Claw™ is the ultimate drink for you to enjoy life without compromise. Having established cult status in the US and becoming the #1 brand in the fastest growing Hard Seltzer category, White Claw™ has now launched in Australia and is set to become the must have beverage this Summer.



### White Claw™ Natural Lime

Sparkling Water with Alcohol

White Claw™ Natural Lime is crisp and clean with a hint of natural Lime.

ABV: 4.5%



### White Claw™ Mango

Sparkling Water with Alcohol

White Claw™ Mango is crisp and clean with a hint of natural Mango.

ABV: 4.5%



### White Claw™ Ruby Grapefruit

Sparkling Water with Alcohol

White Claw™ Ruby Grapefruit is crisp and clean with a hint of natural Ruby Grapefruit.

ABV: 4.5%



### White Claw™ Watermelon

Sparkling Water with Alcohol

White Claw™ Watermelon is crisp and clean with a hint of natural Watermelon.

ABV: 4.5%



### White Claw™ Pineapple

Sparkling Water with Alcohol

White Claw™ Pineapple is crisp and clean with a hint of natural Pineapple.

ABV: 4.5%



### White Claw™ SURGE Blackberry/Blood Orange

Sparkling Water with Alcohol

Alcoholic sparkling water just got a new surge of refreshment. Made without compromise at 6.5% ABV without losing that fresh, clean finish.

ABV: 6.5%



### White Claw™ Variety Pack

Sparkling Water with Alcohol

White Claw™ Variety Pack – made to share all summer long.

10 pack includes

4 x Mango, 2 x Watermelon, 2 x Natural Lime, 2 x Ruby Grapefruit

NATURAL FLAVOURS | GLUTEN FREE | 95 CALORIES



## CONTEMPORARY



BRAND	BYRON BAY BREWERY PREMIUM LAGER	XXXX DRY	FURPHY CRISP LAGER	TOOHEYS EXTRA DRY	HAHN SUPERDRY – LOW CARB	HAHN SUPERDRY 3.5% – LOW CARB	HAHN SUPERDRY GF – GLUTEN FREE
STYLE	Premium Lager	Lager	Crisp Lager	Lager	Lager	Lager	Lager
ABV	4.2%	4.2%	4.5%	4.3%	4.6%	3.5%	4.2%
IBU	10.0	10.0	10.0	10.0	10.5	10.0	12.0
TASTING NOTES	A balance between hop and malt, brewed with all pale malts for a light gold colour that delivers a smooth and refreshing taste.	We wanted to give XXXX DRY a crisp finish, so we've used Nelson Sauvin hops, which gives a slight aroma and makes the beer incredibly refreshing for those hot Aussie days.	An easy-drinking beer – low in bitterness, light in colour & finishes clean.	Tooheys Extra Dry is known for its clean, crisp taste. The extended brewing process removes excess sugars to create a refreshing lager with low bitterness and 30% less carbs than regular full strength beer. Mild fruity, malty notes accompany a mellow middle palate leaving a clean after-taste and refreshing finish, making it the perfect easy drinking lager.	Hahn SuperDry, Low Carb Lager uses modern brewing technology and the finest ingredients brewed longer to create a signature SuperDry crisp taste that's big on refreshment, yet low on carbs. Great Taste. Low Carb. How Good.	Hahn Super Dry 3.5 uses brewing modern technology and finest ingredients brewed longer for that signature SuperDry crisp taste that's big on refreshment, yet low on carbs – just a little lighter in alcohol, so you can make the most out of your day. Great Taste. Low Carb. How Good.	Same Great Taste – New Look. Hahn SuperDry GF combines revolutionary brewing technology with the finest ingredients to create a unique ultra-crisp 'SuperDry' that's big on refreshment, lower on carbs and gluten-free! Great Taste. Gluten Free. How Good.
AVAILABLE ON TAP	Yes	Yes	Yes	Yes	Yes	Yes	No
PACK FORMAT	Bottles: 355ml x 24	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 375mL x 24	Bottles: 330ml x 24 696ml x 12 Cans: 375ml x 30	Bottles: 330ml x 24 700ml x 12 Cans: 375ml x 24	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24
REGIONS							

## CONTEMPORARY



BRAND	IRON JACK CRISP	IRON JACK FULL STRENGTH	XXXX SUMMER BRIGHT LAGER	XXXX SUMMER BRIGHT WITH LIME	XXXX SUMMER BRIGHT WITH MANGO	BOAG'S ST GEORGE
STYLE	Lager	Lager	Lager	Flavoured Lager	Flavoured Lager	Lager
ABV	3.5%	4.2%	4.2%	4.0%	4.0%	4.2%
IBU	9.0	8.0	8.0	8.0	8.0	10.0
TASTING NOTES	A 3.5% mid-strength lager with low hop aroma – bitterness has been kept low for maximum refreshment. Has 30% less carbs than regular full and mid-strength beer.	Pale malts are balanced with the aroma from a light dose of Saaz hops for a super crisp finish and maximum thirst-crushing refreshment.	Australian malted barley and hops are brewed together with the purest water and quality ingredients to make this full-strength lager, giving it a refreshing taste and smooth hop character.	Our XXXX brewers have captured the essence of the Australian Summer in this lower carb beer, with refreshingly real lime and no artificial flavours.	XXXX Summer Bright Lager with Mango is created by blending the low bitterness of XXXX Summer Bright Lager with mango flavour for a refreshing fruity taste and sweet finish.	James Boag's St George is a full-strength, easy-drinking beer with low bitterness to deliver ultimate drinkability. Citrus hops are added late in the brewing process to create a unique and highly refreshing taste.
AVAILABLE ON TAP	Yes	No	In QLD Only	No	No	Yes
PACK FORMAT	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24
REGIONS						



## CLASSIC



BRAND	XXXX GOLD	XXXX BITTER	TOOHEYS NEW	TOOHEYS OLD DARK ALE	WEST END DRAUGHT	SOUTHWARK BITTER	SOUTHWARK OLD STOUT
STYLE	Lager	Lager	Lager	Dark Ale	Lager	Bitter	Stout
ABV	3.5%	4.4%	4.6%	4.4%	4.5%	4.5%	7.4%
IBU	14.0	18.0	17.0	13.0	20.5	23.0	36.5
TASTING NOTES	Mid-strength meets full-flavour. Golden Cluster hops brewed with the finest ingredients to give the lager its signature taste – a smooth, balanced flavour and body, complemented by mild bitterness.	A full-flavoured quality lager. Pure local water is combined with Australian malted barley, Queensland cane sugar, Golden Cluster hops & yeast grown at the XXXX Brewery.	The refreshing Tooheys New lager completely revolutionised Australian beer culture in 1931. The balance of smooth malt character and a delicate hop aroma is perfectly suited to Australia's hot climate to deliver a smooth, refreshing and easy drinking lager.	Tooheys Old Dark Ale was first brewed by the Tooheys brothers in 1869 and has been surprisingly refreshing ever since. With subtle notes of chocolate and roasted coffee, this original dark ale gains its colour from intense black malt to deliver a smooth, full flavoured and refreshing finish.	A well balanced thirst quenching lager, beloved across South Australia.	An enjoyable, slightly sweet lager with low bitterness and a light hop aroma.	Known for its rich concentrated flavours of coffee, deeply roasted malt and dark chocolate, makes it the perfect winter brew or for those who like their beers dense and full-bodied.
AVAILABLE ON TAP	Yes	Yes	Yes (Not available on tap in VIC & TAS)	Yes	Yes	Yes	No
PACK FORMAT	Bottles: 375ml x 24 Cans: 375ml x 24 & 30	Bottles: 375ml x 24 750ml x 12	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 24 & 30	Bottles: 330ml x 24 700ml x 12	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 30 375ml x 24	Bottles: 375ml x 24	Bottles: 375mL x 24
REGIONS							

## CLASSIC



BRAND	EMU EXPORT	EMU BITTER	EMU DRAFT	SWAN DRAUGHT	JAMES BOAG'S DRAUGHT	JAMES BOAG'S XXX ALE
STYLE	Lager	Bitter	Lager	Lager	Lager	Ale
ABV	4.2%	4.0%	3.0%	4.4%	4.6%	4.8%
IBU	17.0	19.0	12.5	18.0	21.0	21.0
TASTING NOTES	A well balanced beer with clean, fresh taste. A light body building up to a malt crescendo with a strong bitter finish.	A timeless Western Australian favourite – an easy-drinking lager with high bitterness and hoppiness, backed by a medium body.	Emu Draft Midstrength is a fully brewed mid-strength beer with a full-bodied taste. A specially selected malt gives Emu Draft Midstrength its rich colouring.	An easy-drinking lager with just the right amount of malty richness.	Brewed with pure Tasmanian water and the finest ingredients, Boag's Draught is a full-bodied lager with a smooth hop bitterness and a crisp refreshing finish.	One of Tasmania's best kept secrets, a clean crisp character with a moderate estery aroma and a good hop bitterness.
AVAILABLE ON TAP	No	No	No	Yes	Yes	Yes
PACK FORMAT	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 30	Bottles: 375ml x 24 Cans: 375ml x 30	Cans: 375ml x 30	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 24	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 30 375ml x 24	Bottles: 375ml x 24
REGIONS						



## CRAFT



BRAND	JAMES SQUIRE ONE FIFTY LASHES	JAMES SQUIRE BROKEN SHACKLES	JAMES SQUIRE HOP THIEF 10	JAMES SQUIRE MID RIVER	JAMES SQUIRE THE CHANCER	NEW BELGIUM VOODOO RANGER	NEW BELGIUM VOODOO RANGER	PANHEAD QUICKCHANGE XPA
STYLE	Pale Ale	Lager	American Pale Ale	Pale Ale	Golden Ale	West Coast IPA	Hazy IPA	Extra Pale Ale
ABV	4.2%	4.6%	5.3%	3.5%	4.5%	6.8%	5.0%	4.6%
IBU	18.5	18.0	42.0	19.0	20.0	40.0	22.0	37.0
TASTING NOTES	Australian-style cloudy pale ale for cracking refreshment. Malted wheat adds to its refreshing character, and a concoction of hops creates fruity aromas with hints of passionfruit, grapefruit & citrus.	An easy-drinking lager. The perfect balance between flavour and refreshment. Crafted using the very finest hops and Australian malts, a world class lager.	Crafted using the new breed of Sabro hops, sourced from New Mexico, adds unique flavours of tangerine, cream and cedar. Along with Sabro, Simcoe, Mosaic and Galaxy hops provide a vibrant burst of tropical hop flavour.	A full flavour, mid-strength pale ale. Vienna and Munich malts enrich its malt character. German and US hops deliver crisp herbaceous flavours with citrus and fruity aromas.	Grains of wheat & barley with Amarillo hops makes for a unique tropical fruit aroma with a restrained bitterness and dry finish.	From the makers of America's #1 name in IPA, meet Voodoo Ranger IPA. This perfectly balanced dry-hopped IPA is bursting with tropical aromas & juicy fruit flavours from Mosaic & Amarillo hops, this golden IPA is perfectly bitter with a refreshing sublime finish. Born in the USA. Brewed Fresh in Australia. #liverangerously	From the makers of America's #1 IPA brand, meet Voodoo Ranger Hazy IPA. An easy-drinking 5% IPA built to enjoy anytime anywhere. With notes of Passionfruit and citrus, Voodoo Ranger Hazy IPA is a supremely drinkable, juicy and unfiltered session IPA brewed with all American Hops. Born in the USA. Brewed Fresh in Australia. #liverangerously	A lighter malt base is undercut by a hit of alpha oils from Mosaic, Galaxy and Citra hops followed by a few luscious notes of mango, guava, lychee and pineapple.
AVAILABLE ON TAP	Yes	Yes	No	No	No	Yes	Yes	Yes
PACK FORMAT	Bottles: 345ml x 24 Cans: 330ml x 3x10 355ml x 24	Bottles: 345mL x 24	Cans: 355ml x 24	Bottles: 345ml x 24	Bottles: 345ml x 24	Cans: 355ml x 16	49.5L Keg – Now Cans: 375ml x 16	Cans: 375ml x 16
REGIONS								

## CRAFT



BRAND	LITTLE CREATURES PALE ALE	LITTLE CREATURES PACIFIC ALE	LITTLE CREATURES LITTLE HAZY LAGER	LITTLE CREATURES EXTRA PALE ALE	LITTLE CREATURES HAZY IPA	LITTLE CREATURES ROGERS	LITTLE CREATURES ELSIE	KOSCIUSZKO PALE ALE
STYLE	American Pale Ale	Pacific Ale	Mid Strength Hazy Lager	Extra Pale Ale	Hazy IPA	Amber Ale	Australian Ale	Pale Ale
ABV	5.2%	4.4%	3.5%	4.9%	6.0%	3.8%	4.2%	4.5%
IBU	36.0	19.0	11.0	30.0	20.0	23.0	20.0	24.5
TASTING NOTES	A hop driven pale ale bursting with flavour and aroma that is ultimately refreshing, with a distinct bitterness that leaves the palate craving for more.	This beer is all about celebrating tropical Aussie flavours, reminding us of sunny, happy days. Straw-coloured and hazy, it has a soft fizz and passionfruit aroma – finishes slightly dry, yet super refreshing.	This Little Creature is the perfect mid-strength beer at 3.5%. Little Hazy Lager will take you on a tropical adventure, think stone fruits like apricot, peach and summer melon with grapefruit added for that zesty citrus element. Pure joy!	This XPA is all about vibrant hop aromas and flavours. With a lighter body, the fruity and floral hop characters in this beer really take centre stage.	Made with big juicy Aussie and American hops, this luscious party pleaser is a hazy fruit bomb full of delicious tropical juiciness.	Roasted toffee and caramel malt flavours, light citrus hop notes and a gentle bitterness define this unique, easy-drinking amber ale.	Named after Little Creature's beloved Kombi, Elsie is a refreshing ale with hints of citrus that give way to subtle maltiness, finishing clean and dry. The perfect beer for the west coast lifestyle.	Pale and Munich malts, with a unique blend of Tasmanian Galaxy and Pride of Ringwood hops, creates a fruity Australian pale ale. Wholesome bready malt and yeast characters create a crisp freshness.
AVAILABLE ON TAP	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PACK FORMAT	Bottles: 330ml x 24 Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Bottles: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24 Cans: 375ml x 16
REGIONS								

## CRAFT







BRAND	WHITE RABBIT DARK ALE	WHITE RABBIT WHITE ALE	BROOKLYN LAGER	BROOKLYN BEL AIR SOUR	EUMUNDI LAGER	EUMUNDI PALE ALE
STYLE	Dark Ale	White Ale	Amber Lager	Dry Hopped Sour Ale	Lager	Pale Ale
ABV	4.9%	4.5%	5.2%	4.5%	4.4%	3.5%
IBU	27.0	14.0	32.0	9.0	24.0	25.0
TASTING NOTES	Rich, flavoursome, yet ever-refreshing, this malt-driven ale is beautifully balanced by an aromatic lift of hops. Subtle fruit complements a backbone of toffee and chocolate, bound by a reassuring bitterness.	Delivering refreshing hints of coriander, juniper berry and bitter orange, this classic cloudy white ale takes its cues from the Belgian brewers of old. AIBA 2017 Champion Australian Beer.	Brooklyn Lager is an easy-drinking Vienna-style lager with an American twist. Amber-gold in colour with a firm malt center, refreshing bitterness and smooth caramel malts in the finish. This Dry-Hopped American original displays lush floral, citrus & light pine aromas.	Brooklyn Bel Air Sour is full of surprises. Our sour ale starts up with bright notes of tropical fruit yet finishes crisp and gently tart. It's a trip that's laid back, breezy, and completely refreshing. Its tropical aromas and tart edge also makes it a tasty and versatile candidate for making beer cocktails.	Hopped with Australian grown Cascade and Ella, Eumundi Lager has delicate citrus fruit and floral notes with a crisp aroma balanced by a light to medium malt body.	A fresh full-flavoured mid-strength pale ale that will have you coming back for another. A delicate stone fruit-come-tropical aroma from Galaxy and Enigma hops balanced with a slight biscuity malt note for a deep golden colour.
AVAILABLE ON TAP	Yes	Yes	Yes	Yes	Yes	Yes
PACK FORMAT	Bottles: 330ml x 24	Bottles: 330ml x 24	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16
REGIONS						



## PREMIUM



BRAND	FURPHY ORIGINAL	HEINEKEN®	KIRIN MEGUMI	KIRIN ICHIBAN	BIRRA MORETTI	GUINNESS DRAUGHT	JAMES BOAG'S PREMIUM	JAMES BOAG'S PREMIUM LIGHT
STYLE	Ale	Lager	Lager	Lager	Lager	Stout	Lager	Light Lager
ABV	4.4%	5.0%	4.5%	5.0%	4.6%	4.2%	4.6%	2.5%
IBU	22.0	19.0	18.0	21.5	12.0	45.0	16.0	14.5
TASTING NOTES	Furphy Original is a clean, crisp and balanced beer with subtle fruit flavours and aromas. A subtle maltiness leads to a pleasantly refreshing, dry finish.	A premium lager beer, defined by its crisp, refreshing and full-flavoured taste. It has been brewed using 4 natural ingredients to a recipe that has remained unchanged since 1873.	Kirin Megumi's unique First Press method of brewing produces pure, smooth flavours, crowned with a rich creamy head. Its noble hops create an appetising floral aroma, complemented by a delicate fruity character.	Premium Japanese beer brewed in Australia, from 100% malt using the First Press method. Ichiban, meaning 'first' and 'best' in Japanese, is a distinctively smooth, and full-bodied beer from start to finish.	The best raw ingredients are used to make Birra Moretti, as well as a special blend of high quality hops that gives it a unique taste and fragrance.	A distinctively dark stout, with a rich creamy head, Guinness Draught is the perfect balance of bitter and sweet with malt and roast character.	A smooth and sophisticated lager characterised by the perfect balance of hops and malt.	A smooth and pleasant bitterness, like its full-strength brother, providing an easy-drinking and refreshing option.
AVAILABLE ON TAP	Yes	Yes	No	Yes	Yes	Yes	No	Yes (TAS only)
PACK FORMAT	Bottles: 375ml x 24 Cans: 750ml x 12 375ml x 24	Bottles: 330ml x 24 Cans: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24	Cans: 440ml x 24	Bottles: 375ml x 24	Bottles: 375mL x 24
REGIONS								







## PREMIUM

## TRADE & HERITAGE



BRAND	HAHN PREMIUM LIGHT	GUINNESS EXTRA STOUT	KILKENNY	RED BITTER	GOLD BITTER	BLUE BITTER	ICE
STYLE	Light Lager	Stout	Irish Cream Ale	Lager	Bitter Lager	Light Lager	Bitter
ABV	2.2%	6.0%	4.3%	4.0%	3.0%	2.3%	4.0%
IBU	10.0	45.0	10.0	20.0	11.0	12.5	9.0
TASTING NOTES	Hahn Premium Light is passionately brewed using the best of modern technology and the finest natural ingredients to create a full flavoured, crisp taste that's big on refreshment yet light on alcohol versus regular beers at just 2.2%. Great Taste. Light on Alcohol. How Good.	The crisp hint of roasted barley, the fresh breeze of hops. The refreshing bite. The bittersweet reward. Pure beauty; pure Guinness.	A reddish-brown appearance. It pours to form a beautiful thick creamy head. There is a sweet aroma to it with slight roasted smell. The taste is smooth and creamy.	A highly refreshing, well balanced lager with a mild hop bitterness.	A pale lager with light grassy aromas, easy-drinking malt body and a clean, refreshing finish.	A very easy-drinking lager which is lightly hopped, a rich honey colour and very mild bitterness.	Clear golden colour gives off light grassy and malty aromas, providing a crisp, clean and refreshing finish.
AVAILABLE ON TAP	Yes	No	Yes	No	No	No	No
PACK FORMAT	Bottles: 375ml x 24 Cans: 375ml x 24	Bottles: 375ml x 24 750ml x 12	Cans: 440ml x 24	Cans: 375ml x 30	Cans: 375ml x 30	Cans: 375ml x 30	Cans: 375ml x 30
REGIONS							



BRAND	WHITE CLAW® NATURAL LIME	WHITE CLAW® MANGO	WHITE CLAW® RUBY GRAPEFRUIT	WHITE CLAW® WATERMELON	WHITE CLAW® PINEAPPLE	WHITE CLAW® VARIETY PACK
STYLE	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol
ABV	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%
TASTING NOTES	White Claw® Natural Lime is crisp and clean with a hint of natural Lime. Made with sparkling water, triple distilled spirit & a hint of Lime flavour to deliver a wave of pure refreshment like you've never tasted before.	White Claw® Mango is crisp and clean with a hint of natural Mango. Made with sparkling water, triple distilled spirit & a hint of Mango flavour to deliver a wave of pure refreshment like you've never tasted before.	White Claw® Ruby Grapefruit is crisp and clean with a hint of natural Ruby Grapefruit, a little tart and sharp. Made with sparkling water, triple distilled spirit & a hint of Ruby Grapefruit flavour to deliver a wave of pure refreshment like you've never tasted before.	New White Claw® Watermelon is made with sparkling water, triple distilled spirit & a hint of natural Watermelon flavour to deliver a wave of pure refreshment like you've never tasted before.	With an exceptionally clean finish and a refreshing hint of sweetness, White Claw® Pineapple is juicy, tropical and sessionable. Made for warm afternoons, sunset sessions and moments with mates. 330ml can.	New White Claw® Variety Pack – made to share all summer long. Whether you're into fresh Watermelon, ripe Mango, crisp Natural Lime or zesty Ruby Grapefruit, this pack has something for all your moments of refreshment.  10 pack includes: 4 x Mango, 2 x NEW Watermelon, 2 x Natural Lime, 2 x Ruby Grapefruit
AVAILABLE ON TAP	No	No	No	No	No	No
PACK FORMAT	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 10 pack
REGIONS						












BRAND	WHITE CLAW® SURGE BLACKBERRY	WHITE CLAW® SURGE BLOOD ORANGE	JAMES SQUIRE GINGER BEER	EUMUNDI BREWERY GINGER BEER	LITTLE CREATURES GINGER
STYLE	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Alcoholic Ginger Beer	Alcoholic Ginger Beer	Alcoholic Ginger Beer
ABV	6.5%	6.5%	4.0%	4.0%	4.0%
TASTING NOTES	Alcoholic sparkling water just got a new surge of refreshment with smooth blackberry flavour, perfectly riding between sweet and sour. Made without compromise at 6.5% ABV without losing that fresh, clean finish. Best served cold at your mate's backyard party.	Alcoholic sparkling water just got a new surge of refreshment with a burst of blood orange flavour, hitting the right balance between sweet and tangy. Made without compromise at 6.5% ABV without losing that fresh, clean finish. Best served cold on summer afternoons at a rooftop bar or jamming at local gigs.	James Squire Ginger Beer has been carefully crafted with real ginger for a light, refreshing and zingy ginger taste. It can be enjoyed straight from the can or over ice with fresh lime.	An easy-drinking alcoholic Ginger Beer with a sweet clean nose, a very balanced and controlled palate and a pleasant finish that delicately lingers with that delicious burn you love from ginger.	Down to earth & smooth-talking Little Creatures Ginger is perfect for hanging out with in the sunny arvo sun, or by the fireplace in the depths of winter. Refreshingly quirky, fun, and carefree with a little bit of bite, you'll love a cheeky hang with Ginger.
AVAILABLE ON TAP	No	No	Yes	Yes	No
PACK FORMAT	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml x 24	Cans: 375ml x 16	Cans: 375ml x 16
REGIONS					

## CIDER








## ZERO ALCOHOL



BRAND	JAMES SQUIRE ORCHARD CRUSH APPLE	LITTLE CREATURES PIPSQUEAK	5 SEEDS CRISP	5 SEEDS LOWER SUGAR	5 SEEDS CLOUDY	HEINEKEN® 0.0	JAMES SQUIRE ZERO	XXXX ZERO
STYLE	Cider	Cider	Cider	Cider	Cider	Zero Alcohol Lager	Alcohol Free	Alcohol free
ABV	4.8%	5.2%	5.0%	5.0%	5.0%	0.0%	0.0%	0.0%
IBU	N/A	N/A	N/A	N/A	N/A	8.0	8.0	8.0
TASTING NOTES	Refreshing, traditional style cloudy apple cider, with a fragrant aroma, clean palate and crisp finish. Colour varies from pale gold to straw due to the seasonality of fresh apple juice.	Crafted from locally sourced, fresh pressed apple juice, Pipsqueak is light and bright in colour with a wonderful, luscious dose of apple flavour and a great lingering texture.	Crafted as a sparkling cider from crushed orchard apples to deliver a champagne-style aroma with rich apple flavour. For those who prefer a less sweet cider, but not too dry.	Crafted from orchard apples with a refreshing difference. It's 97% sugar free with a classic fresh apple taste - free from artificial flavours and sweeteners with less than half the sugar of leading regular ciders, without compromising on taste.	Made using cloudy apple juice which enhances its distinct green apple like taste, Well rounded tartness, with a fresh and fruity finish.	Heineken's unique 0.0 recipe is brewed with pure malt and special A-Yeast, just like the original Heineken® lager beer. Heineken® 0.0 - a natural, pure malt lager for a premium taste, without alcohol.	An expertly crafted FULL FLAVOUR ALCOHOL FREE brew with a balance of malt and hop notes for a clean, crisp finish. Perfect for any social occasion where you want full flavour, without the alcohol.	XXXX ZERO uses many of the same quality ingredients as the rest of the XXXX family, such as premium Australian barley, malted in Queensland. To give XXXX Zero the perfect crisp finish, we've used Nelson Sauvin hops which gives a slight aroma, making it perfect for all occasions.
AVAILABLE ON TAP	Yes	Yes	Yes	No	No	No	No	No
PACK FORMAT	Bottles: 345ml x 24 Cans: 330ml x 10	Bottles: 330ml x 24	Bottles: 345ml x 24 Cans: 330ml x 10	Bottles: 345ml x 24	Bottles: 345ml x 24	Bottles: 330ml x 24	Bottles: 345ml x 24	Bottles: 330mL x 24
REGIONS								

# OUR CORE STRATEGIES LEVERAGE THE FULL STRENGTH OF OUR PORTFOLIO TO BEST DELIVER ON CONSUMER NEEDS TO DRIVE GROWTH

1. REVITALISE MAINSTREAM BEER	2. DELIVER POSITIVE CHOICES	3. DRIVE PREMIUM & ACCELERATE CRAFT	4. ACCELERATE MODERN RTD
More People/ More Occasions	More People/ More Occasions	More People/ More Spend	More People / More Spend More Occasions
   	 ZERO ALCOHOL BRANDS   	  	  

SHARE FIGHTERS (STATE SPECIFIC)
More Often
    



# BUSINESS MADE EASY



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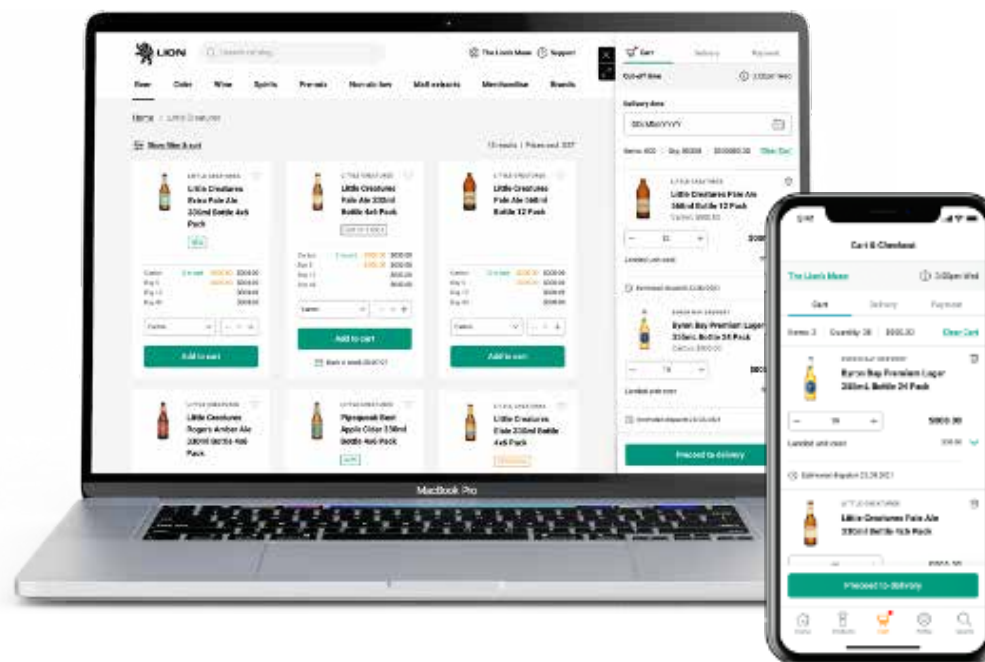
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