



MEDIA RELEASE – 8th DECEMBER 2006

FEDERATION SQUARE VICTORIAN MICROBREWERIES SHOWCASE

BEER LOVERS VOTE FOR THEIR “PEOPLE’S CHOICE” WINNERS

The third Federation Square Victorian Microbreweries Showcase proved very popular, with Melburnian’s again impressed by the diverse range of over 50 beers available from 13 of Victoria’s leading microbreweries that came together to showcase their craft of brewing great beers.

The strength and depth of Victoria’s microbrewing industry from across the State was highlighted by the number of microbreweries involved – nine from regional Victoria and four from within Melbourne.

MELBOURNE

Emerald Hill Brewery
Matilda Bay Brewing Co
Mountain Goat Brewery
The 3 Ravens Brewing Co.

REGIONAL VICTORIA

Bright Brewery, Bright
Buckley’s Beers, Healesville
Grand Ridge Brewery, Mirboo North
Holgate Brewhouse, Woodend
Jamieson Brewery, Jamieson

REGIONAL VICTORIA

Mildura Brewery, Mildura
Red Duck Brewery, Camperdown
Southern Bay Brewing Co, Moolap
What’s Brewing Co, Geelong

Run by Fed Square Pty Ltd with support from Regional Development Victoria, the third Showcase was held on the 22nd and 23rd November in the stunning glass Atrium at Federation Square in Melbourne. Over 650 people came in to taste, discuss and debate the merits of Victoria’s finest beers, and had a rare chance to meet the many Victorian brewers in the one central location.

The Microbreweries have been thrilled with the response, with many experiencing strong follow up enquiries and orders from the public and trade as a result of this new Showcase Series held during 2006.

A feature of the Showcase was the People’s Choice, generating great interest as the beer lovers worked through the list to choose their favourites, with winners across various categories comprising:

BEST WHEAT BEER

1st **Emerald Hill Wheat**
2nd Mildura Brewery Murray Honey Wheat
3rd Bright Brewery – Blowhard Pale

BEST LAGER

1st **Southern Bay Brewing Co – Schonbrauhaus Lager**
2nd Mildura Brewery – Desert Premium Lager
3rd Mountain Goat Hightail Ale

BEST PALE ALE

1st **Jamieson Brewery – ‘The Beast’ India Pale Ale**
2nd Emerald Hill – Pale Ale
3rd Temple Pale Ale

BEST DARK ALE

1st **Bright Brewery Staircase Porter**
2nd Red Duck Brewery – Porter
3rd Mountain Goat – Surefoot Stout

The next Federation Square Victorian Microbreweries Showcase will be run in late March 2007, with details at www.fedsquare.com

For more information, please contact:

Paul Byrne, Strategic Planning Manager, Fed Square Pty Ltd, paul.byrne@fedsquare.com or phone 03 9655 1900

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