



MEDIA RELEASE – 5th April 2007

FEDERATION SQUARE VICTORIAN MICROBREWERIES SHOWCASE

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

The fourth Federation Square Victorian Microbreweries Showcase proved very popular, with Melburnian’s again impressed by the diverse range of over 50 beers available from 14 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 five from within Melbourne.

MELBOURNE

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

REGIONAL VICTORIA

Bridge Road Brewery, Beechworth
Bright Brewery, Bright
Buckley’s Beers, Healesville
Grand Ridge Brewery, Mirboo North
Holgate Brewhouse, Woodend

REGIONAL VICTORIA

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

Run by Fed Square Pty Ltd with support from Regional Development Victoria, the fourth Showcase was held on the 23rd & 24th March 2007 in the stunning glass Atrium at Fed Square – as part of the Melbourne Food & Wine Festival. Over 1,300 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 started in 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 Bridge Road Beechworth - Bavarian Wheat Beer
- 3rd 3 Ravens Blonde

BEST PALE ALE

- 1st Mountain Goat India Pale Ale**
- 2nd Emerald Hill – Pale Ale
- 3rd Temple Brewing - Pale Ale

BEST OTHER BEER

- 1st Jamieson Brewery Raspberry Ale**
- 2nd Temple Brewing Temple Saison
- 3rd Holgate Brewhouse Pilsner

BEST LAGER

- 1st Southern Bay Brewing Co – Schonbrauhaus Lager**
- 2nd Matilda Bay Dogbolter Dark Lager
- 3rd Matilda Bay Rooftop Red Lager

BEST DARK ALE

- 1st Red Duck Brewery Porter**
- 2nd Bright Brewery Staircase Porter
- 3rd Buckley’s Beers – Dark Bock

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

For more information, please contact:

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Event Supporters:

