

LR Liquor News

James Squire's Golden Era

It would come as no surprise to most people in the liquor industry that craft and specialty beers are a high growth, high value segment of the beer market.

In the same way that craft and specialty beers emerged in America and New Zealand following the maturation of the domestic and then international premium markets, we are now seeing significant growth of this segment in Australia as beer drinkers are increasingly seeking the additional attributes provided by craft and specialty beers.

While the segment currently accounts for 1 per cent of total market volume, it has the potential to quadruple over the next five years and is the fastest growing segment of the domestic premium market and second only to international premium in the context of the total beer market.

Such is the success of the segment that increasingly, restaurants are providing beer selections as well as wine to go with their entrees and mains.

The Malt Shovel Brewery in Sydney's Camperdown has been responsible for creating some of Australia's best loved, flavoursome and drinkable craft beers since producing its first James Squire brew in 1999.

Launched during the summer of 2004, James Squire Golden

Ale was no exception and has excited more drinkers than any of the previous limited releases.

It contributed to an exceptionally good summer with Brewmaster Chuck Hahn saying: "Our Golden Ale has been an amazing success. We made 14,000 cases and ran out in mid-December. We brewed another 2000 cases in January just to meet the demand".

Brewed using the distinctive Amarillo hop, James Squire Golden Ale has a delicious aroma of tropical stone fruit and a rich orange-amber colour.

In contrast, Malt Shovel's winter release, James Squire Australian Strong Ale, is brewed to the glowing russet colour of autumn leaves using several malted barleys to produce deep toasted flavours with a rich toffee edge.

James Squire Australian Strong Ale is due in stores from July while James Squire Golden Ale will be returning bigger and better next summer. However for those who missed out on tasting it in the summer just gone, James Squire Golden Ale is on tap at the James Squire Brewhouses in both Melbourne and Sydney all year round.

For more information call the Tooheys Customer Service Line on 131513 or your representative for pricing and availability.



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Birra Moretti

is a fully imported Italian lager beer, with significant history and credentials in its home country.

The clean, delicate flavour of Birra Moretti is the perfect accompaniment to Italian cuisine. The image of 'Baffo Moretti' on the label of every bottle of Birra Moretti embodies the heritage of the brand, and guarantees the quality of the beer inside.

Contact the Tooheys Customer Centre Line on 13 15 13 or your representative for more information.