

Dr Chuck Hahn Sees Red with Special Hahn Offering

Master brewer Dr. Chuck Hahn continues his passionate quest for great beer and makes a comeback to Hahn to launch the first brew in the Hahn Brewer's selection: a limited edition Vienna lager - Hahn Vienna Red.

Internationally renowned for his expertise, brewing skills and huge contribution to the beer industry, Chuck is the "Godfather" of all things beer. Chuck judges and attends the biggest and most prestigious beer competitions around the world sharing brewing secrets and discovering new ingredients and beer styles.

Chuck has remained in the old Hahn Brewery, rebranded as Malt Shovel Brewery, producing quality craft beers widely recognised under the James Squire trademark.

Chuck became a household name with the creation of the original craft beer - Hahn Premium in 1988. After joining Lion Nathan in 1993, Chuck worked as chief brewer until he took back the Hahn brewery in 1998, rebranding it Malt Shovel in honour of James Squire's original brewery tavern. In a more active role at the brewery, this brings Chuck back to his Hahn roots, while still continuing to develop the James Squire family.

"Premium beer and Hahn drinkers are in for a big surprise when Chuck takes the reigns again. The launch of Hahn Vienna Red is the start of a new beginning and a range of special limited edition beers that will complement Hahn's strong and highly awarded brewing credentials," said Tony Johansson, Marketing Manager for Hahn Premium.

The Hahn Vienna Red is a lager and has been brewed to the traditions of Vienna lager with a cool fermenting lager yeast. Featuring twice the amount of the signature Hahn premium Hersbrucker hops from Germany, along with a blend of three malts, it delivers a reddish amber colour and a malty flavour balanced with a floral hop aroma.



"Hahn is renowned for its rich tradition of lagers. We wanted to continue this tradition and brew another interesting lager. The Hahn Vienna Red is a distinctive class of lager that is distinguished in presentation and flavour."

"Hahn Vienna Red has been created for premium beer drinkers who are looking for a great tasting brew that is a bit out of the ordinary. Chuck and the Hahn brewing team have certainly shown us some of their magic with this brew and we look forward to the next releases!" said Mr Johansson.

This Autumn, Hahn Vienna Red is recommended as the ideal accompaniment with pork and beef ribs or grilled steaks.

"Most of my inspiration for the limited releases comes from experience at international competitions judging the classes of beer that I am looking to bring to the Australian beer drinker. The Hahn Vienna Red exhibits that extra malt and hop characteristics, essential in a craft lager," concluded Dr. Hahn.

Hahn Vienna Red is available from 20 February 2006. For more information please call Hahn on 1800 153 533 or speak with your Tooheys Victoria sales representative.

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Bookings are nearing a close for this year's premier golf day, the Master Grocers/Grocery and Liquor Association Golf day in aid of The Reach Foundation.

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