



Tooheys Extra Dry Goes Platinum

Lion Nathan, brewer of many of Australia's most adored beers including brands under the Tooheys, XXXX and Hahn trademarks, recently announced a new edition to the Tooheys family - Tooheys Extra Dry Platinum.



Tooheys Extra Dry Platinum is a premium offering that maintains the appeal of Tooheys Extra Dry's easy drinking clean, crisp taste, while retaining more beer flavours and aromas from the fermentation process.

Utilising triple filtration technology and high quality labels that glow in the dark when subjected to nightclub ultra violet lights, Lion Nathan believes Tooheys Extra Dry Platinum is one of the purest premium beer offerings available.

Lion Nathan Chief Brewer, Bill Taylor, describes Tooheys Extra Dry Platinum as an 'extra tasty' brew that will appeal to drinkers who are looking for a differentiated premium alcohol product.

"Platinum is an easy drinking, pure brew that retains a greater amount of beer flavours and aromas from the fermentation process by being brewed to a slightly higher ABV than Tooheys Extra Dry. Platinum maintains the clean, crisp finish which Tooheys Extra Dry is known for and is brewed with a reduced amount of hops ensuring this cleaner, crisper brew has less bitterness hitting the back of the tongue," Taylor said.

"With its exceptional purity as a result of the triple filtration process, Tooheys Extra Dry Platinum provides drinkers with a truly differentiated beer offering in the premium beer segment - a segment that is crowded with international, as opposed to local offerings.

"It's taken us about 12 months to perfect the recipe and we're extremely pleased with the way it's turned out," he said.

In line with Tooheys Extra Dry's phenomenal success across the country since its launch 12 years ago - the brand is now Australia's 7th largest in value terms - Tooheys Extra Dry Platinum has been launched nationally, first in select on-premise venues with off-premise distribution starting in May.

On-premise, Tooheys Extra Dry Platinum will retail on par with international premiums. Off-premise, the RRP for Tooheys Extra Dry Platinum is \$4 a bottle, \$18.99 an 8-pack and \$46.99 a carton.

For more information speak with your Tooheys Victoria sales representative or call 13 15 13.

The King Valley's Weekend Fit for a King 10 - 11 JUNE 2006

Weekend Fit for a King is the King Valley's wine and food event held over the Queen's Birthday weekend 10-11 June in North East Victoria. Join the winemakers for a fine selection of cellar door activities. Enjoy delicious great food, premium wines, toe tapping music, and warm King Valley hospitality.

All participating wineries will be serving meals during the day (no bookings required) or have special lunches or dinners (bookings essential). Choose from hot and tasty home cooking through to stylish meals prepared by talented chefs - meals as diverse as the wines on offer.

New release wines for the weekend include Prosecco (a sparkling wine made from grapes of the same name), Sangiovese and Temperanillo. Or choose from the amazing range of wines on offer: whites such as Arneis, Riesling and Pinot Gris; reds include Shiraz, Saperavi, Tannat and Nebbiolo.

Phone or email for a free brochure and check out what the wineries are doing: Avalon, Boggy Creek, Brown Brothers, Chrismont, Dal Zotto, Francesco, King River Estate, La Cantina, Pizzini, Politini, Sam Miranda, Station Creek and Symphonia.

Contact the Wangaratta Visitor Information Centre on 1800 801 065 or email tourism@wangeratta.vic.gov.au.

Children are welcome at the wineries, with many providing special menus and children's activities.

Another good opportunity to get some product experience in the field during the winter months. Make a weekend of it, take your liquor managers and learn about some more great Victorian wines.
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