



Capitalise on the Fastest Growing Alcohol Segment

From the makers of Mercury, Australia's oldest cider, comes Mercury Artisan, a new premium cider made from 100 per cent Tasmanian apples.

The cider category is currently growing at 12.4% in value terms, making it the fastest-growing alcohol segment in Australia. The renewed interest in cider follows an international trend, with cider the fifth largest growth category in food and beverages globally.

Mercury Artisan presents an excellent opportunity for stockists, with a great margin story and the ability to draw new drinkers into the category. There is demand for greater choice in premium cider, with proven success overseas in craft offerings attracting new consumers.

Handcrafted in small batches, a perfect marriage of acidity and a creamy mid palate make Mercury Artisan delicious to drink - it's packed full of fruit flavour, yet extremely smooth and refreshing.

Cider and winemaking share many similarities: fruit is crushed and pressed, fermented with selected yeasts, then filtered and bottled. The cidemakers at Mercury work with experienced pomologists (apple graders), who categorise fruit into four types: sweets, sharps, bittersweets and bittersharps. The result is a premium cider with balanced apple character and a refreshing finish that lingers on the palate.

From its home in the foothills of Mt Wellington, Mercury enjoys a history spanning nearly a century, with the cider first made in Tasmania in 1911 by Frenchman Auguste Bonamy. Bonamy was an experienced wine and cider maker, receiving acclaim throughout Australia for the Tasmanian cider he made from the late 1800s onwards. In honour of his memory and skill as a cidemaker, Bonamy's signature appears on the Mercury Artisan label.

The launch of Mercury Artisan will be supported by select point-of-sale and merchandise, PR and sampling events such as the Good Food and Wine Show Series throughout Australia.

Australia's First Limited Edition Luxury Lager

Australia's leading premium beer, Crown Lager, is releasing a limited edition vintage lager, Crown Ambassador Reserve, in June.

Just 5,000 bottles of the Crown Ambassador Reserve (9.2% ABV) have been produced. The Crown Ambassador Reserve is a full-bodied, rich, deep amber lager. Packaged in a 750ml champagne-style bottle, each is individually numbered and bears the signature of its Master Brewer, John Cozens. The beer should be cellared until at least three months following release to allow flavours to develop. Similar to fine wine, Crown Ambassador Reserve will mature with age and provide excellent drinking for up to ten years.



Hoegaarden® one of the natural wonders of the (beer) world



Hoegaarden the original white (wheat) beer has been voted the world's best Belgian-Style White/Wheat beer at the 2008 World Beer Cup in San Diego, California, for the fourth consecutive time. The biennial international competition recognised

Hoegaarden for its distinctive refreshing taste and unique natural ingredients. With a history dating back to 1445, Hoegaarden today is more popular than ever, thanks to its unique pouring ritual and for being a great accompaniment to a wide range of dishes, especially Asian and seafood.

Based on white beer recipes discovered by monks living in the Hoegaarden village in 1445, Hoegaarden follows a unique brewing process and has an equally unique blend of ingredients, including flavour-rich dried orange peel and coriander seeds. Surprisingly different, Hoegaarden has an appealing sweet-sour taste with a note of bitterness and spicy aroma.

Australians have long been challenged to pronounce the peculiarly named beer, with the correct pronunciation being 'HU-GARDEN'. However you say it though, you are guaranteed to enjoy the full taste.

Hoegaarden is an unfiltered beer, giving it a naturally cloudy appearance. Being bottle conditioned, the beer undergoes secondary fermentation in the bottle allowing the flavours to further mature and interact.