



## Boag's Draught

For more than a century the workers at J. Boag & Son have brewed Boag's Draught with unrivalled pride and passion. Through their commitment and the support of our loyal customers, Boag's Draught remains Tasmania's most popular beer. Boag's Draught launched nationally in 2004 and is finding increasing popularity with drinkers across Australia expecting more from their every day beer.

The Launceston local favourite has been brewed by the Boag's brewers to the same recipe since 1881. It's a full-bodied lager with smooth hop bitterness and a crisp, refreshing aftertaste. Golden syrup in colour with a balanced aroma of fruit esters and late hop notes, it is master-brewed using a blend of the finest malts and Pride of Ringwood hops. But it's the water that's the key to the brew – pure Tasmanian water which makes this an unbeatable drop.

Boag's Draught has been awarded ten consecutive Gold Medals at the International Monde Selection Awards, held in Brussels each year. The Boag's name is synonymous with quality brewing, due largely to amazing consumer success achieved by James Boag's Premium Lager and the superior quality ingredients sourced from Tasmania. Hops grown on the island supply the essential and distinctive bitter beer characteristics, local malted barley supplies the body of the beers and the water is sourced from Tasmania's plentiful highland river system. These natural advantages, combined with the latest brewing technology and a passion for quality, are the basic inputs in each Boag's beer.

For further information please contact your Lion Nathan representative on 13 15 13.

**ALSA** AUSTRALIAN LIQUOR STORES ASSOCIATION  
**CONFERENCE**  
20 JULY TO 26 JULY 2008

embrace the  
**future**

NOVOTEL ROCKFORD PALM COVE RESORT  
TROPICAL NORTH QUEENSLAND

**BOOK NOW**

All enquiries to ALSA Tel: (02) 9247 8388  
Email: [conference@alsa.com.au](mailto:conference@alsa.com.au)  
[www.alsa.com.au](http://www.alsa.com.au)

# DON CAMILLO LAMBRUSCO

LIGHT AND  
REFRESHING.  
PERFECT FOR  
ALL OCCASIONS



THE DON!

Distributed by



DON CAMILLO  
750ML  
ALM CODE:  
785862

Ph: 03 9487 2599  
[www.alepat.com.au](http://www.alepat.com.au)