

## Member Notice

The Liquor Stores Association of Victoria (LSAV) are sending correspondence to Liquor Retailers regarding membership.

In response to a number of queries from our members we wish to advise that the LSAV is not associated with Master Grocers Australia (MGA)

All MGA members are fully covered and represented for liquor within their current MGA membership including:

- At the highest level with the Victorian Liquor Licensing Commission
- On the Victorian Liquor Control Advisory Committee
- As a Board Member with the Australian Liquor Stores Association (ALSA)

All LSAV correspondence can be ignored.

Queries? Please feel free to contact us on 03 9824 4111

## Boag's Classic Blonde



Classic Blonde is the low carbohydrate offering from J Boag & Son. Specifically brewed to reduce the carbohydrate content of the beer, Boag's Classic Blonde offers drinkers a full-strength lager that is less bitter than regular beers. Retaining the signature Boag's flavour, Classic Blonde has a clean fresh taste and slightly fruity aroma with a crisp dry finish and pleasant lingering bitterness.

Creating Boag's Classic Blonde was a very challenging project as the brewers at Boag's wanted to use the same ingredients as they do with all the other Boag's beers. Traditionally to make a 'blonde' beer, different yeast strains are used which are much more suitable for the different environment of the blonde brewing process. The brewers at Boag's continued to use the 'family' yeast strain to ensure a consistency of flavour and maintain the Boag's quality. This was not without its complications and took some time to develop. But they went the extra mile to ensure the family characteristics were maintained, and the result is a low carb beer which does not compromise on taste.

Boag's Classic Blonde's marketing targets the adventurer in all of us. They recognize that an increasing health-awareness amongst men is driving the low carb phenomenon. Awareness of Classic Blonde is already high, even though the product only launched in September 2007, and sales are going well beyond initial expectations.

For further information, contact your Lion Nathan Sales Representative or call 13 15 13.

**CAMUS**  
COGNAC

**Elegance  
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Gold Medal- 2007 International Spirits Challenge  
Gold Medal- 2006 Wine and Spirit Design Awards



ALM Code: 669333

ALM Code: 669341

ALM Code : 669317

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Fine  
Calvados*



ALM Code: 574740

ALM Code: 591174

Contact Alepat Taylor