

MEDIA RELEASE



For Immediate Release

Mundrakoona Estate
Sir Charles Moses Lane
Old Hume Highway
Mittagong NSW

PO Box 2188
Bowral 2576

Phone: 02 4872 1311
Fax: 02 4872 1322

mermaid@fishrockbrewery.com.au
www.fishrockbrewery.com.au

FISH ROCK WINS GOLD

The Leather Jacket Lager, from Mittagong based company Fish Rock Brewery won the trophy for Best Australian Lager at the Australian Beer Awards, judged on Monday 19th September.

Fish Rock Leather Jacket Lager blitzed stiff competition from second and third place getter's Boag's St George and Redoak Vienna Lager and confirmed its place among the Australian premium beer cognoscenti.

The awards were a who's who of craft and boutique beer producers with 30 breweries represented and 104 entries in 8 categories. With lager the biggest beer category in Australia, the win is a significant testament to the quality and drinkability of this local brew.

The awards were judged by an expert group of brewers, beer journalists and industry professionals. The judging panels were chaired by beer writer Willie Simpson (author of the recently published *The Beer Bible*), Brad Rogers of Matilda Bay and Bill Taylor of Lion Nathan.

It is also a welcome boost for the Mittagong based family company and the two brothers, Mark and Anton Balog, who have been working tirelessly since launching the Fish Rock brand late last year. The accolade has not only lifted the spirits but will also be an important tool in the effort to boost distribution and brand recognition in the lead up to summer.

"Everyone who tries Fish Rock Leather Jacket Lager loves it, and that's the most important thing to us.... but to be recognised by industry heavyweights and win amongst such strong rivals is fantastic. The hard work and dedication is paying off!" Mark Balog says. And you can imagine the smile accompanying this exclamation!

-more-

MEDIA RELEASE

For Immediate Release

The Fish Rock Leather Jacket Lager is brewed using only four natural ingredients including a Czech Saaz variety of hops. It is a full flavoured beer with an exceptionally long aftertaste, sure to appeal to the most discerning palate.

Fish Rock also produces Red Emperor Amber Ale, with Amarillo hops producing passionfruit aromas and a lingering fruity palate, perfect for any occasion. Both beers are perfectly textured and due to their rich flavours can be matched to a wide range of foods.

The unique style of Fish Rock beer has garnered many fans during its short lifespan of 12 months. The Fish Rock crew has strived to achieve their dreams of brewing world class beer, and with the title of Australia's best lager under their belt, now want to share their passion for beer with Australia and the world. Fish Rock beers can be found in Bars and Bottle shops from Cairns to Melbourne, and will be coming to an establishment near you!

Happy days and keep smiling!

The Mermaid and Fish Rock Crew