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**AUSTRALIAN
INTERNATIONAL
BEER AWARDS**

MEDIA RELEASE

Immediate Release

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Industry Advisory Group Appointed for Australian International Beer Awards

A new Industry Advisory Group has been appointed for the Australian International Beer Awards (AIBA) to further enhance the relevance of the prestigious competition next year, with entries for 2012 officially open on Monday, 9 January 2012.

The industry representatives appointed come from a broad interest base including small and large breweries, education, hospitality and distribution. The members of the Advisory Group are Bill Taylor of Lion Nathan, Brad Rogers of Stone and Wood and the National Craft Brewers Association, Chris Badenoch of Josie Bones, Leif Ryan of Phoenix Beers, Peter Aldred from the University of Ballarat and AIBA Chief Judge, Peter Manders.

The AIBA is the pre-eminent showcase of beer and brewing excellence in the Asia Pacific Region and is established on the international brewing calendar as a renowned barometer of diversity and excellence in beer brewing.

Ann Houlihan, Manager, Epicure Events at the Royal Agricultural Society of Victoria, said, "Now in its twentieth year, the Australian International Beer Awards is one of the most highly regarded awards in the industry, attracting incredibly high quality and inventive beers from Australian and international breweries.

"With the Australian International Beer Awards growing in reach and prominence each year, the introduction of the new Advisory Group will ensure the Awards maintain relevance to the Australian and International brewing industry," Ms Houlihan said.

The competition's global reputation has been reinforced in recent years with the inclusion of some of the world's most respected judges both locally and internationally.

In 2011, the Awards attracted a record 1,195 entries from 34 countries across the globe, including Brazil, China, Indonesia, Mongolia, Denmark and Kazakhstan.

Presented annually by the Royal Agricultural Society of Victoria in conjunction with the University of Ballarat, the 2012 AIBA judging will be conducted at Melbourne Showgrounds in April. The event will culminate in the awards presentation dinner held during Good Beer Week at The Melbourne Exhibitions and Convention Centre, Melbourne, Australia on Thursday, 17 May 2012.

Entry into the 2012 AIBA opens on Monday, 9 January and closes on Friday, 10 February. For entry details please visit www.beerawards.com or contact the Royal Agricultural Society of Victoria on +61 (0)3 9281 7444.

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AIBA Industry Advisory Group Members

Peter Manders – Head Judge, retired Master Brewer

Australian International Beer Awards (AIBA) Committee Chairman and Chief Judge Peter Manders has been involved in the Australian beer and brewing industry for more than five decades. In a career spanning 50 years of continuous service to Carlton and United Breweries, Peter has worked in research, education, training, quality assurance, development and Head Brewer positions.

Peter is a Fellow of the Institute of Brewing and Distilling and an active member of the Beer Awareness programs held across Australia. He has presented master classes at a variety of world renowned Australian food and wine events and is a regular industry commentator for both trade and consumer media outlets.

Bill Taylor - Group Technical Director/Chief Brewer, Lion Nathan Limited, Sydney, Australia

Group Technical Director and Chief Brewer at Lion Nathan Limited, Bill Taylor's passion for brewing was initially sparked by a strong interest in biological science. Bill began his career on scholarship at his major local brewery, before applying for a laboratory job.

Having worked in the brewing industry for 35 years, Bill loves the challenges that seasonal agricultural ingredients bring, the thrill of developing new brands of beer and developing and applying new technologies.

Brad Rogers – Representative from the National Association of Microbrewers Incorporated (NAMI)

Brad Rogers established Stone & Wood Brewing Company in 2008 after many years of working in the beer and brewing business. Located in Byron Bay, the laidback lifestyle of the small town in Northern New South Wales has strongly influenced Stone & Wood's beers.

Over the length of his brewing career, Brad has created a number of innovative beer styles, including honey wheat ale and coffee-infused beer.

Chris Badenoch – Beer Specialist and Owner/Chef, Josie Bones

After becoming a household name in 2009 as a contestant on MasterChef, beer merchant Chris Badenoch has gone on to open Josie Bones, a Melbourne restaurant which uses more than 250 local and international craft beers in its dishes. Chris is also the author of cookbook, *The Entire Beast*.

Leif Ryan- Owner/Beer Distributor, Phoenix Beers

Longtime beer enthusiast Leif Ryan created Phoenix Beers in 2004 after recognising a gap in the Australian beer market, which lacked tasty and interesting beers.

Since its inception, Phoenix Beers has grown organically and currently has a portfolio of more than 150 of the world's most interesting beers and ciders and distributes to more than 1000 outlets nationwide.

Dr Peter Aldred – Senior Lecturer, Biochemistry and Brewing, University of Ballarat

Dr Peter Aldred is a Senior Lecturer in biochemistry and brewing at the University of Ballarat. With a strong interest in the biochemistry of malt and barley, Dr Aldred is the Head Brewer for the University Microbrewery and is a member of numerous brewing organisations, including the Institute of Brewing and Distilling, Master Brewers Association of America and American Society of Brewing Chemists.