

MEDIA RELEASE

CALIFORNIAN FLAVOUR AT THE 2011 AUSTRALIAN INTERNATIONAL BEER AWARDS

Californian brewery, Moylan's Brewing Co, was awarded the prestigious Champion Exhibitor Trophy and the Trophy for Champion Small Brewery, at the 19th annual Australian International Beer Awards (AIBA) tonight at an awards presentation dinner at the Melbourne Convention and Exhibition Centre in Australia.

Conducted annually by the Royal Agricultural Society of Victoria (RASV) in conjunction with the University of Ballarat, the pre-eminent showcase for premium beer and brewing excellence in the Asia Pacific region awarded 15 of the 17 Champion Trophies on offer, with seven presented to international breweries and eight to Australians.

The beer loving United States proved its brewing excellence, taking out five of the trophies with New Zealand and Belgian breweries achieving one each. On home soil, West Australian breweries stole the show achieving four trophies, and two trophies were awarded to Victoria and New South Wales.

It was a big year for consecutive wins with Feral Brewing company of Western Australia again achieving the Champion Ale Trophy and Victoria's 2 Brothers Brewery holding onto The Premier's Trophy for the Best Victorian Beer. 2 Brothers Brewery were also awarded the trophy for Champion Scotch Ale & Barley Wines.

The newly introduced Champion Low Alcohol Beer Trophy and the Gluten Free Beer Trophy - which was introduced in 2010 - were not awarded this year, whilst the quality of the beers submitted were high the judging panel were not able to award a champion trophy for these two classes this year to remain true to the competitions high benchmarking standards.

AIBA Committee Chairman and Chief Judge, Mr Peter Manders, said the Awards, which celebrate world class brewing and beer craftsmanship on an international stage, has become the brewing industry event of the year.

"The 1195 entries received from 34 countries around the world this year were all of an exceptionally high standard. With an increase in entries from the US and South-East Asian and Scandinavian regions, the AIBA grows in reach each year," Mr Manders said.

"The AIBA's global reputation has been reinforced by the addition of some of the world's most highly esteemed industry personnel, and this year 13 international judges joined the panel of 44, the largest contingent of internationals in the history of the event."

Judges included Mr Isara Khaola-lead of Bangkok, Dr Fritz Briem of Germany, Paul Gatza of Canada, Jaime Jurado of the United States and the United Kingdom's Dr Bill Simpson, Simon Jackson and Ryouji Oda, from Japan, as well as numerous representatives from New Zealand.

In Melbourne, the Beer Awards celebrations have been extended to a full week of beer events celebrating 'good beer' during Good Beer Week. Good Beer Week has come together as the result of a dedicated group of industry professionals and the Victorian brewing community supporting this new initiative.



“The AIBA extends our thanks to this group. We are thrilled to be a part of this exciting new initiative and will continue to support their endeavours,” said Mr Manders.

The winners, announced at the 2011 Australian International Beer Awards (AIBA) presentation dinner, were as follows:

- **Gary Sheppard Memorial Trophy for Best New Exhibitor** – Hopworks Urban Brewery, Oregon, USA
- **Royal Agricultural Society of Victoria Trophy for Champion Exhibitor for the Highest Scoring Exhibitor** – Moylan’s Brewing Co., California, USA
- **Labelmakers Trophy for Champion Large Brewery** – The Brooklyn Brewery, New York, USA
- **Cleanevent Trophy for Champion Small Brewery** – Moylan’s Brewing Co, California, USA
- **The Premier’s Trophy for the Best Victorian Beer** – Guvnor, 2 Brothers Brewery, Victoria, Australia
- **Hop Products Australia Trophy for Champion Lager** – Cowaramup Pilsner, Cowaramup Brewing Company, Western Australia, Australia
- **Cryer Malt Trophy for Champion Ale** – Hop Hog, Feral Brewing Company, Western Australia, Australia
- **Beer & Brewer Magazine Trophy for Champion Porter** – Walkers Reserve, Firestone Walker Brewing Company, California, USA
- **Cleanevent Trophy for Champion Stout** – Craftsman Oatmeal, Renaissance Brewing, Marlborough, New Zealand
- **TAC Trophy for Champion Reduced Alcohol Beer** – The Monk Mild, The Monk Brewery & Kitchen, Western Australia, Australia
- **University of Ballarat Trophy for Champion Wheat Beer** – Sou West Wheat, Bootleg Brewery, Western Australia, Australia
- **Weyermann Specialty Malting Company Trophy for Champion Belgian & French Ales** – Oude Kriek Oud Beersel, Oud Beersel, Brussels, Belgium
- **University of Ballarat Trophy for Champion Scotch Ale & Barley Wines** – Guvnor, 2 Brothers Brewery, Victoria, Australia
- **National Liquor News Trophy for Champion Hybrid Beer** – Vanilla Milk Stout, Thirsty Crow, New South Wales, Australia
- **Spiegelau Trophy for Champion Packaging Award** – Gage Pils 3.5, Gage Roads Brewing Co Ltd
- **Champion Gluten Free Beer** – No trophy awarded
- **TAC Trophy for Champion Low Alcohol Beer** – No trophy awarded

- ENDS -

About the Australian International Beer Awards:

Conducted annually by the Royal Agricultural Society of Victoria (RASV) and the University of Ballarat, the Australian International Beer Awards is the pre-eminent showcase of beer and brewing excellence in the Asia-Pacific region. Now in its 19th year, the annual awards draw exhibits from across the world, with 2011 seeing more than 1,100 brews entered from countries including Japan, Germany, Brazil, Denmark and the US. This year’s judging panel, made up of 44 Australian and international industry experts, includes representatives from Thailand, the United Kingdom and Canada.

For further information please visit www.beerawards.com and follow the AIBA on Twitter @AIBA2011

For all media inquiries please contact Wrights PR on +61 (0)3 9690 9911 or alternatively contact:

Georgina Murphy, Account Executive on +61 411 718 817 or gmurphy@wrights.com.au

Gareth Beck, Account Manager on +61 412 913 150 or gbeck@wrights.com.au