



MEDIA RELEASE – 9th August 2007

FEDERATION SQUARE VICTORIAN MICROBREWERIES SHOWCASE

BEER LOVERS VOTE FOR THEIR “PEOPLE’S CHOICE” WINNERS

The fifth Federation Square Victorian Microbreweries Showcase again proved very popular – even in the depths of winter. Melburnian’s were once more impressed by the diverse range of over 50 beers available from 13 of Victoria’s leading microbreweries showcasing their craft of brewing great beers at Fed Square.

The strength and depth of Victoria’s microbrewing industry from across the State was highlighted by the number of microbreweries involved – eight from regional Victoria and five from within Melbourne.

REGIONAL VICTORIA

Bridge Road Brewers, Beechworth
Bright Brewery, Bright
Buckley’s Beers, Healesville
Grand Ridge Brewery, Mirboo North

REGIONAL VICTORIA

Hargreave’s Hill Brewing Co, Yarra Glen
Jamieson Brewery, Jamieson
Mildura Brewery, Mildura
Red Hill Brewery, Red Hill

MELBOURNE

Emerald Hill Brewery
Matilda Bay Brewing Co.
Mountain Goat Brewery
Temple Brewing Company
The 3 Ravens Brewing Co.

Run by Fed Square Pty Ltd with support from Regional Development Victoria, the fifth Showcase was held on the 18th & 19th July 2007 in the stunning glass Atrium at Fed Square. Over 850 people came in to taste, discuss and debate the merits of Victoria’s finest beers, and had a rare chance to meet the many Victorian brewers in the one central location.

The Microbreweries have been thrilled with the response, with many experiencing strong follow up enquiries and orders from the public and trade as a result of this Showcase Series which started in 2006.

A feature of the Showcase Series is the People’s Choice, generating great interest as the beer lovers worked through the list to choose their favourites, with winners across various categories comprising:

BEST WHEAT BEER

1st Hargreaves Hill Hefeweizen
2nd 3 Ravens White
3rd Grand Ridge Natural Blonde

BEST PALE ALE

1st Bridge Road “Bling” India Pale Ale
2nd Mountain Goat Hightail Ale
3rd 3 Ravens Blond

BEST OTHER BEER

1st Temple Brewing Temple Saison
2nd Jamieson Brewery Raspberry Ale
3rd Red Hill Imperial Stout

BEST LAGER

1st Mildura Brewery Desert Premium Lager
2nd Grand Ridge Brewer’s Pilsner
3rd Buckley’s Beers Pils

BEST DARK ALE

1st The 3 Ravens Black
2nd Grand Ridge Moonshine Scotch Ale
3rd Jamieson Brown Ale

The next Federation Square Victorian Microbreweries Showcase will be run on the 17th & 18th October 2007, with details at www.fedsquare.com

For more information, please contact:

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Event Supporters:

