



MEDIA RELEASE

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Kiwi breweries fizzing for beer's own "Olympics"

As the world's best athletes finalise their preparations for this year's Olympic Games, Kiwi brewers will be going for gold at their own Olympics, the World Beer Cup, in Philadelphia next month.

The biennial World Beer Cup, known as the "Olympics of Beer Competitions", is the most prestigious beer competition in the world. This year, 11 New Zealand breweries will compete against more than 2000 rivals from 63 countries for gold, silver and bronze medals.

The New Zealand breweries competing are:

- Epic Brewing Company (Auckland)
- Garage Project (Wellington)
- Harrington's Breweries (Christchurch)
- LION (Auckland)
- Long White Cloud Brewing
- Moa Brewing Company (Marlborough)
- ParrotDog (Wellington)
- New Zealand Beer Ltd (Auckland)
- The Fox Sporting Bar & Restaurant (Auckland)
- WilliamsWarn (Auckland)
- BrewStation (Auckland)

Brewers Guild of New Zealand president Emma McCashin said New Zealand breweries were highly regarded by their international peers.

"New Zealand has an incredibly proud tradition and talent for brewing. Each year the quality and range of styles being produced in New Zealand is getting better and Kiwi brewers punch well above their weight at beer awards around the world.

"It's no wonder that New Zealand is enjoying a golden era in brewing."

The World Beer Cup was the pinnacle of brewing excellence, McCashin said.

"The World Beer Cup is pretty unique in that there are medals only for first, second and third in each category. When there are literally thousands of high-quality entries from

around the world across 90 different categories, getting a medal means you're a member of world brewing's elite."

Only three New Zealand breweries have tasted success at the World Beer Cup.

LION won silver with its Speight's Triple Hop Pilsner in 2014, with Wellington's Garage Project also picking up silver with its Cockswain's Courage Double Barreled Edition Porter the same year. Monteith's Black Beer won bronze in 2000.

But the stellar growth and development of New Zealand's \$2.2 billion beer industry meant more global success was already brewing.

"The beers being produced here are already considered among the world's best. We've got tremendous talent among the thousands of people involved in the brewing industry, from malt and hops production right through to bottling and distribution.

"It's not just the great-tasting beers New Zealand breweries produce, New Zealand hops is in huge demand overseas, particularly on the West Coast of the United States. What we're seeing now are huge opportunities in Asia, which is the next big export frontier for Kiwi brewing."

In addition to the New Zealand breweries competing, a record number of New Zealand brewing experts will be taking part at the event as judges: Kelly Ryan and Colin Mallon (Fork & Brewer, Wellington), Stephen Plowman (Hallertau, Auckland), Joseph Wood (Liberty Brewing, Auckland), Greig McGill (Brewaucracy, Hamilton), Brian Watson (Good George, Hamilton), Shane Morley (Steam Brewing, Auckland) and Geoff Griggs (beer writer, Blenheim).

For further information about the World Beer Cup: <http://www.worldbeercup.org/>

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About the Brewers Guild of New Zealand

The Brewers Guild is a membership-based organisation established to grow the value and quality of New Zealand's \$2.2 billion beer sector.

It operates as a collective voice for more than 80 commercial brewers in New Zealand. The Guild works with Government on legal, licensing, fiscal and excise issues. It delivers education programmes to its members and helps promote the value of the sector to the public.

The Guild organises New Zealand's most prestigious annual beer awards, the Brewers Guild of New Zealand Awards.

For more information visit <http://www.brewersguild.org.nz/>

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