



MEDIA RELEASE

JULY 27, 2011

BEER & CIDERS TAKING OVER THE YARRA VALLEY

Renowned for being Victoria's premier wine region, the **Yarra Valley** has recently seen an infiltration of a different kind of drop – giving the winemakers a run for their money are a handful of brewers who are producing unique and intriguing local beers.

The recent emergence of several micro-breweries and distilleries in the Yarra Valley has captured the interest of food and beverage critics, local businesses and visitors alike.

The array of these businesses now in the Yarra Valley include an eco-friendly brewery, family owned and run businesses, a winery producing the golden drop and a brewery shipped in all the way from New Zealand.

Mark Challis, CEO Yarra Ranges Regional Marketing says “The emergence of breweries and distilleries has provided a different experience for visitors to the Yarra Valley – not only do they have the choice of beer as well as wines, but a visit to the breweries and a chat with the brewer will no doubt reveal some excellent stories”.

Rohan Peters - formerly an IT Salesman - had noticed after many years visiting the Yarra Valley wineries, *“it was quite obvious that the only thing missing was beer and a pub.”* Together with his three best mates he went about turning this business opportunity into reality.

After finding a site in Coldstream they heard about a brewery in New Zealand that had recently been sold and the brewery component wasn't required. A quick flight to New Zealand revealed the owner was “desperate to sell” and would take cash - but it had to go there and then.

With the help of a couple of plumber mates, the four friends dismantled the brewery and pack it into two shipping containers. After a week or so at sea, the shipping containers arrived at in the Yarra Valley and were unpacked into a hay shed.

With the brewery all the way from New Zealand, **Coldstream Brewery Bar and Restaurant** opened for business in June 2007 producing world-class cider and beer now selling throughout Australia and Asia.

Other breweries in the Yarra Valley region include **Innocent Bystander** in Healesville - a winery that has a special place in their hearts for the amber brew with their very own fleet of accomplished home brewers and beer fanatics.

Right next door is **White Rabbit Brewery** – which needs a mention as it is sure to intrigue you with the complex flavours and handsome character of their White Rabbit Dark Ale.

Buckley Brewery, in Healesville is leading the way in being an environmentally-aware business by using direct solar water heating in the brewery.

In Yarra Glen you can enjoy one a range of ales or lagers, or even a delicious Abbey Dubbel and Stout at the **Hargreaves Hill Brewing Company**, a family operated microbrewery and restaurant.

For those who prefer cider to beer there is plenty on offer. For a truly refreshing experience the **Coldstream Brewery** has a Coldstream Cider, handcrafted from Yarra Valley apples using a traditional rack and cloth cider press.

To experience a less traditional cider head to **Punt Road Wines** and taste one of the Napoleone family's unique pear ciders which has been hand-crafted using fresh Yarra Valley pears. Enjoy the unmistakable pear aromas of this cider which has been made from estate grown fruit.

Proving that these businesses are a force to be reckoned with in the Yarra Valley - at the 2010 Victorian Tourism Awards, businesses in the Yarra Valley dominated the **Tourism Wineries, Distilleries & Boutique Breweries** category, not only winning the category but taking out the Merit Award and a Finalist Award.

For more information visit: www.experienceyarra.com.au

INFORMATION RELEASED BY:

Leanne Tyrrell

PR Consultant

Tyrrell Publicity & Promotions

PH: 03 9629 7000

FOR FURTHER COMMENT:

Mark Challis

CEO

Yarra Valley & the Dandenongs Marketing

PH: 0408 888 462