

CRAFT BEER LIMITED

1 November 2011

There is a small group of brewers who have come together to try and achieve what has been talked about by many people over many years. We believed that the time for talk was over, and have volunteered our time and resources to work together in forming a national association for the benefit of the craft brewing industry. We have been working on this since May, and as a group have had a huge amount of discussion and debate around what the role of the association should be, how it should be formed, who it should represent, and how it could operate.

In July, a brief summary of where the group had got to was documented as a draft prospectus for an Australian craft brewers association and then circulated and discussed across the industry for feedback.

We would like to thank everyone who gave up a little bit of their valuable time away from the brew kettles, the books, or the bar to either discuss the document with us, or provide us with some comments and feedback via email etc. We were heartened to hear that a lot of the things that were raised by members of the industry were things we had already discussed as a group, and there were some things we will build into the plans as we move ahead.

We recognise that the industry is made up of a diverse range of businesses, and that the heartland of craft brewing is the smaller brewers who provide the colour, interest and product diversity. We certainly believe the industry needs to recognise and value the efforts of the smaller brewers for their role in growing the craft beer segment over many years. For the association to be successful the membership base must be representative of the whole industry, and that each member must have an equal voice regardless of their size (one member - one vote). Looking at the current make up of the industry the bulk of the brewers are small to medium sized brewers, and whilst these brewers may be under-represented in the marketplace, the association will provide them with the opportunity to have equal input, equal benefits and a truly representative voice, along with the benefit of paying a disproportional amount of fees.

We have taken an inclusive approach to the membership base because we believe an industry association should be representative of the broader industry and if all members are proactive and engaged in the association it will be focussed on protecting, promoting and growing the craft beer market in way that benefits all.

The working committee is made up of a bunch of people who bring a breadth of industry experience and geographic coverage to the table. Whilst we were happy to establish Craft Beer Limited (CBL) as an association, and maintain the early momentum, we believe the establishment of a board that is elected by the members to be an important step in its evolution.

We are now calling for members to join CBL, and look forward to our industry working together to promote, protect and grow craft beer in Australia.

Cheers,

The Steering Committee

Brad Rogers & Jamie Cook - Stone & Wood

Brendan Varis – Feral Brewing Company

Dave Bonighton - Mountain Goat

Miles Hull - Little Creatures

Owen Johnston - Moo Brew

Adam Trippe-Smith & Bruce Peachey - McLaren Vale Beer Company