



MEDIA RELEASE

****Embargoed until 5am Friday 5 August 2011**

QUEENSLAND CELEBRATES INTERNATIONAL BEER DAY

Queenslanders are encouraged to embrace a 9000 year old tradition and “raise a beer in friendship” this Friday (5 August) to celebrate International Beer Day.

International Beer Day brings the world together under the united banner of beer by celebrating beers of all nations in pubs, clubs, breweries, beer gardens and backyards across the globe.

It’s a day dedicated to not only celebrating beer but according to the official website (www.internationalbeerday.com) “the establishments who produce it, sell it and give folks a place to enjoy it.”

Great Northern co-creator and Carlton United Brewers (CUB) Queensland General Manager Cameron Levick said he was chuffed to discover there was a day dedicated to recognising the efforts of great brewers around the world.

“We have been overwhelmed by the positive response to Great Northern, the beer our Queensland brewers created for Queenslanders, since its launch in October last year,” Mr Levick said.

“Our brewery is the largest in Australia and produces enough beer to fill two Olympic size swimming pools each week.

“To put it into perspective, our Great Northern brew is produced from our brewery at a rate of nearly 10,000 litres per day and that’s only one brand.

“This is a far cry from the first brewers of beer, the Ancient Egyptians who in 7000BC produced only 1000 litres per day but it’s these forefathers, our brewing ancestors, who we should really celebrate today.”

To commemorate the day Great Northern has released a number of little known beer facts:

- A devout beer lover is called a cerevisaphile (pronounced sir-a-vehs-a-file).
- In ancient Babylon, the bride's father would supply his son-in law with a month's supply of honey beer in the lead up to the big day. As their calendar was lunar based, this period was called the "honey month", or what we call today the "honeymoon".
- Before thermometers were invented, brewers would dip a thumb or finger into the mix to find the right temperature for adding yeast. This is where the phrase "rule of thumb" comes from.

- In English pubs, beer is ordered by pints and quarts. So in old England, when patrons became rowdy, the bartender would yell at them to mind their own pints and quarts. This is where we get the phrase 'mind your P's and Q's'.

"The impact beer has had on everyday life could be likened to the invention of the wheel, the light globe or the internet so it is important for Queenslanders to take time out and celebrate the day with the rest of the world," Mr Levick said.

Great Northern Brewing Co. was named in tribute to CUB's first ever Queensland based brewing operation, the Great Northern Brewery in Cairns acquired in 1931. Back then, beer was made locally for locals. That brewery has since gone, but the concept of drinking locally made beer lives on in Great Northern Brewing Co.

Great Northern Brewing Co. is brewed longer for a super crisp and refreshing full strength lager. Each 330ml stubby contains 1.1 standard drinks and 4.2% ABV.

Media enquiries:

Lisa O'Donnell, Sequel Communications on (07) 3251 8142 or 0403 090 913

