



MEDIA RELEASE

A NEW BEER (AND A NEW LOOK) FOR TOOHEYS

TOOHEYS TAPS INTO PALE ALE TREND



Sydney, Australia (June, 2015): There's a new beer at the bar – *Tooheys Darling Pale Ale* – the latest offering from Tooheys, the iconic beer brand which has proudly produced beers for NSW and southern Queensland since 1869 – over 145 years.

Created in response to the rise in popularity of the pale ale style, the easy-to-drink *Tooheys Darling Pale Ale* has been crafted with a non-challenging flavour to make it accessible to new pale ale drinkers.

The launch of the Tooheys Darling Pale Ale coincides with a refreshed new look to the entire Tooheys range. The design celebrates the Tooheys heritage, featuring the Tooheys Brothers John and James Toohey, and reflects their established passion for quality in a fresh, modern way.

The Tooheys Darling Pale Ale is named after the first Tooheys, 'Darling Brewery', which was located in Sydney's Darling Harbour. The brewery was purchased in 1872 by John Thomas Toohey (an Irish immigrant) and James Matthew Toohey who moved to Sydney in the 1860s after running pubs in Melbourne to brew their first beer - Tooheys Black Old Ale. Known today as Tooheys Old Dark Ale, you can still get your hands on this iconic Aussie beer today.

Since that time, many beers have been created under the Tooheys label, with current beers including *Tooheys New*, *Tooheys Old Dark Ale* and *Tooheys Extra Dry*.



Golden amber in appearance, Tooheys Darling Pale Ale delivers a fruity hop aroma and mild bitterness brought on by a unique blend of three hop varieties. Malted barley and wheat combine to provide balance and a delicate malt backbone. It's perfect to enjoy for the weekend BBQ when family or friends drop in. You can pair it with anything you put on the barbie including prawns, steak or roast chicken.

Tooheys Brewery Director, Mark Toomey said: "Tooheys' mission is to brew easy drinking beers for every taste. We know that our adult drinkers have an evolving palate, so we are committed to innovation and providing greater choice that suits more occasions, just like the Tooheys brothers did back in the 1870s," said XXXX.

Tanya Marler, Brand Director at Lion believes this launch is an exciting step for the brand and will be well-received by drinkers.

"In 2014 there was a massive 18.8 per cent¹ growth by volume in pale ale. Our new offering shows that we are proud of our heritage, but also want to remain relevant for today's modern beer drinker.

"It's also nice for us to be able to pay homage to the Tooheys brothers and their Darling Brewery in this new brew. They came to Sydney to have a go at brewing and took a punt on the Darling Brewery's success. Almost 150 years on, it certainly paid off.

"We are very excited about the direction we are taking with Tooheys but we haven't forgotten our inspired origin. All of our packaging now carries the signature of the Tooheys brothers, which will ensure their legacy lives on," said Marler.

Tooheys Darling Pale Ale is available now in 375ml bottles, six-pack, 24-pack cartons across NSW and southern Queensland, and in selected bars.

Please visit www.tooheys.com.au or www.facebook.com/tooheys

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