

MEDIA RELEASE

April 2016

WHITE RABBIT GOES RED WITH FIRST BARREL AGED BEER RELEASE

Now happily nestled into their new home in Geelong, the team at White Rabbit have been busy developing *White Rabbit RED*, the first beer to come from their speciality Barrel Hall program.

Jeremy Halse, Head Brewer at White Rabbit said: “Our home in Geelong was built to further explore our natural creativity and provides a space that embraces flavour discovery. At Rabbit we pride ourselves on using a special balance of old-world techniques and innovative thinking to develop a unique range of classic, flavoursome ales.

“*White Rabbit RED* is ‘barrel aged’ which means it’s a subtle blend of two beers; the first has been carefully aging in wooden oak barrels for an extended period of time, allowing it to take on a depth of flavours. A portion of this is then blended back into a fresh, young beer – the end result is a diverse combination of tart cherry and red-wine like complexities.

“The journey of this beer started a couple of years ago at our original home in the Yarra Valley region where we sourced some previously loved wine barrels from our mates at Innocent Bystander. It’s been a long time in the making but we couldn’t be happier with where we have landed with the beer,” said Halse.

White Rabbit RED has an ABV of 4.9% and is available on tap at White Rabbit’s new Barrel Hall in Geelong, along with a select number of venues in Victoria including Ballarat’s Hop Temple and multiple locations in Melbourne such as Glamorama and Transport Hotel. *RED* will also available in a 750ml big bottle in the coming weeks exclusively from the White Rabbit Barrel Hall.



Ash Cranston, Marketing Manager for White Rabbit, said: “Barrel aged, sour and tart beers are really taking off in the USA and we are starting to see the trend filter down to Australia. They are very different to beers we know in the Australian market. With their similar characteristics to wine and their ability to be matched with food they are great for those who would not norm

ally drink beer, or are looking for an alternative to wine. *White Rabbit RED* will be the first barrel aged beer released in a 750ml bottle, something we hope to see more of for our specialty beers. “

White Rabbit Red is the fourth variant in the *White Rabbit* craft portfolio, joining *White Rabbit White Ale*, *White Rabbit Dark Ale* and *White Rabbit Pale Ale*.

The White Rabbit Brewery and Barrel Hall is open Sunday to Thursday: 11:00am – 5:00pm, Friday to Saturday 11:00am – 9:00pm, and is located on the Little Creatures Village - 221 Swanston Street, South Geelong.

For more information visit whiterabbitbeer.com.au

-ENDS-

For more information or imagery, please contact:

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About White Rabbit

Beginning life in the leafy surrounds of Healesville, Victoria – White Rabbit Brewery was born to be different. Occupying an imaginative space in the Yarra Valley, the brewery made use of the original brew kit from their friends at Little Creatures, plus two large, open top fermenters. As their imagination swelled, so too did production - requiring more space to play and grow, the White Rabbit team packed up their kit and set off for a new adventure in Geelong.

Now nestled in the grounds of Little Creatures Brewery Geelong, the White Rabbit Brewery and Barrel Hall open fermenters lead creative thinking in the brewery, with the brewing team working with an intriguing use of ingredients to create ales with unique and complex characters and aromas. As guests push through the doors they'll be greeted by beautiful, salvaged and donated barrels filled with ageing ales. These ales are taking on new and complex flavours, taking both beer drinkers and brewers alike on a flavoursome, educational journey.

There are currently four White Rabbit beers available – Dark Ale, White Ale, Belgian Style Pale Ale and the new Red Ale – with more new flavours to come.