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MEDIA RELEASE

Brewers applaud launch of Tasmanian Beer Trail

The Brewers Association congratulates the Tasmanian Government in launching the Tasmanian Beer Trail in Hobart today.

"It is fantastic to see the implementation of the Tasmanian Government's plan to boost the tourism potential of the Tasmanian beer industry", said Mrs Denita Wawn, CEO of the Brewers Association.

"The Brewers Association is looking forward to working with everyone in the Tasmanian beer industry to showcase beer and brewing and to highlight the Tasmanian beer tourism experience through the Beer Trail and expand our beer events", she said.

"Tasmania holds a special place in the history of beer in Australia with Cascade Brewery in Hobart, established in 1832, being the oldest brewery in the country. There is also the James Boag's brewery which was established in Launceston in 1881 and many other craft breweries", said Mrs Wawn.

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Background

- Brewers Association of Australia and New Zealand represents major brewing interests in both countries, covering approximately 95% of the beer market.

- Members of the Brewers Association own two breweries in Tasmania - Cascade Brewery in Hobart and the James Boag's Brewery in Launceston.

- Brewers Association is contributing $100,000 towards the implementation of the Tasmanian Beer Tourism Plan.