

FRIDAY, 21 MAY 2021

GET ON THE (LOW-ALC) BEERS: TINNIES TAKES HOME TROPHY AT AUSTRALIAN INTERNATIONAL BEER AWARDS

Nostalgic, crafty and undoubtably Aussie, Tinnies Beer introduces new range of flavours to keep pace with growing demand for craft brews

Tinnies Ultra-Low Alcohol Hoppy Ale has been crowned the 'Best Non-Alcohol Beer' at the prestigious Australian International Beer Awards – the largest annual beer competition in the world for draught and packaged beer.

Made with an emphasis on taste, Tinnies Ultra Low Alcohol Hoppy Ale is crafted very differently to most low- or zero-alcohol beers, which are brewed like any other beer and then have the alcohol removed by filtration – a process that can also remove flavour.

Instead, the Hoppy Ale is brewed using a specially-selected yeast and careful temperature control so that the fermentation process naturally produces almost no alcohol, clocking in at 0.5% ABV – so nothing needs to be removed and the brew retains all of the flavour that beer-lovers want.

The win at the AIBA adds to a rising collection of accolades for Tinnies Ultra-Low Alcohol Hoppy Ale, which was also named Low Alcohol Beer of the Year at the 2020 Melbourne International Beer Competition, and topped the World Beer Awards 2020 competition as the Country Winner.

Coles Liquor took home a total of seven accolades at the AIBA; gold for stablemate Tinnies Pacific Ale; silver wins for Tinnies Hazy Pale, Smithy's Dry Lager and Smithy's Mid Strength Lager; and bronze for Tinnies Pale Ale and Smithy's Draught.

The accolades come as Coles Liquor relaunches the entire Tinnies range this week, adding a host of new flavours and an on-trend minimalist packaging design reflecting Tinnies' crafty taste and nostalgic Aussie feel.

New analysis from Coles Liquor shows that demand for crafty cans continues to surge across Australia, as brews once considered a niche market for connoisseurs find favour with an ever-expanding audience.

Across the Coles Liquor network including Liquorland, Vintage Cellars and First Choice Liquor Market, craft beer sales are growing at almost 20% year-on-year, with Coles Liquor adding around 100 new craft beer lines to shelves in the past year.

The shift to "quality over quantity" is part of a global trend towards moderation, with UK market research finding 60% of beer drinkers would rather drink small amounts of premium beer than a larger amount of standard beer¹, and 18% of Australians aged 18 to 34 saying they want to cut back on their alcohol intake as one of their post-COVID-19 resolutions².

While 20 years ago the typical Aussie beer drinker would be loyal to a single brew, the growth of craft beer reflects a more experimental attitude among consumers, with 32% of 18 to 34-year-old Australians saying they look for new flavours to try most of the time³, while 29% of international beer buyers say that a flavour they have not tried before would prompt them to buy a new product⁴.

¹ Lightspeed/Mintel; Mintel's 35-market consumer research study, 1.290 UK internet users aged 18+ that have bought beer in the last 3 months

² Lightspeed/Mintel; Mintel's 35-market consumer research study, March 2021 based on 1,000 Australian internet users aged 18+

³ Lightspeed/Mintel; Mintel's 35-market consumer research study, March 2021 based on 1,000 Australian internet users aged 18+

⁴ Lightspeed/Mintel; Mintel's 35-market consumer research study, 1.290 UK internet users aged 18+ that have bought beer in the last 3 months



Richard Bryant, Coles Liquor Business Category Manager for Beer, said there was a high demand from customers for locally made beer that doesn't compromise on variety or quality.

"Our customers are moving towards locally-made products and interesting flavour options. Focusing on these insights and global trends, the new Tinnies range has been developed to make enjoying craft beer and supporting Australian production as simple as the sleek, new packaging," Richard said.

"We're incredibly proud of our award-winning Tinnies range. Our team works hard with the best brewers in the country to bring fantastic, great quality brews to our customers, and these latest accolades show our customers can enjoy the best of the best without compromising on value."

Tinnies have developed a streamlined range of six craft favourites with classic, yet on-trend designs. The range includes the award winning Ultra Low Alcohol Hoppy Ale as well as an IPA, Pacific Ale, XPA, Pale Ale and Hazy Pale Ale.

Alongside the permanent range, seasonal releases are anticipated to be introduced by Tinnies throughout the year, allowing for customers to expand their craft beer palates to unique, new flavours that demonstrate a high level of craftsmanship. The first new flavour will include Hot Craft Bun Ale, with other flavours set to be released in coming months.

"The Tinnies range is a straight to the point, no fuss way to enjoy craft beer and the updated look emulates this while holding onto the nostalgic idea of drinking from a tin can. The packaging is not only sustainable but maintains the remarkable craftsmanship of the product and makes the experience of drinking Tinnies quintessentially Australian," Richard said.

Tinnies is a crafty beer range with an old school feel and contemporary approach to flavour. The new look cans and brand-new flavours can be found on shelves in Liquorland, First Choice Liquor Market, and Vintage Cellars stores Australia-wide.

Since July 2020, Coles Liquor has won 396 awards, medals and accolades for its exclusive beers, wine and spirits, including 12 trophies and 111 double and gold awards.

NEW TINNIES RANGE

- **Pale Ale:** A hop-driven classic Pale Ale with fresh pine and citrus characters balanced by a strong malty finish. Gold medal at the Melbourne International Beer Competition 2020, Country Winner at the World Beer Awards 2020 and World's Best Pale Bitter in the 4.5% to 5.5% category at the World Beer Awards 2019. Available in pack of 24 at Liquorland, Vintage Cellars and First Choice Liquor Market for \$53 RRP.
- **Hazy Pale Ale:** Bold hop aromas and flavours of citrus and stone fruit with juicy tropical flavours balanced by a luscious, creamy mouthfeel, with medium-low bitterness. Available in pack of 24 at Liquorland, Vintage Cellars and First Choice Liquor Market for \$53 RRP.
- **XPA:** This Extra Pale Ale is lean and fresh, full of pine, tropical and floral hop aromas and flavours that provide a refreshing finish. Available in pack of 24 at Liquorland, Vintage Cellars and First Choice Liquor Market for \$53 RRP.
- **Ultra-Low Alcohol Hoppy Ale:** Tinnies Ultra Low Alcohol Hoppy Ale is bursting with hoppy aromas of bright citrus and fresh pine. With a malty backbone and extra hops offering

a generous but balanced bitterness. A true craft beer that's 100% flavour with only 0.5% ALC/VOL and only 74 calories per serve. Trophy winner at the AIBA Awards 2021, Country winner at World Beer Awards 2020, Gold and Low Alcohol Beer of the Year at the Melbourne International Beer Competition 2020. Available in pack of 24 at Liquorland, Vintage Cellars and First Choice Liquor Market for \$38 RRP.

- **IPA:** An IPA hop rollercoaster with huge aromas of citrus, pine and melon, this beer has serious bitterness and intense hop character, it is not for the faint hearted. Available in pack of 16 at Liquorland, Vintage Cellars and First Choice Liquor Market for \$53 RRP.
- **Pacific Ale** Bright tropical hop aroma, its low bitterness and light malt profile showcase the mango, lychee, and pineapple flavours. Available in pack of 24 at Liquorland, Vintage Cellars and First Choice Liquor Market for \$53 RRP.

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