



Friday 8th April

Re: XXXX/ Lion

Dear Club Presidents,

As another exciting season of community rugby league is kicking off, I wanted to take this opportunity to remind you of the QRL's partnership with XXXX / Lion.

In 2022 we celebrate 32 Years of Partnership with XXXX. The investment, financial and otherwise that XXXX have made into Rugby League across Queensland in those years has been significant.

In 2022 the impetus for our QRL Clubs across the State to exclusively range Lion products (100%) remains paramount.

Lion (and their brands) are the Exclusive Beer, Cider and Seltzer provider for the QRL including the QLD Maroons, Harvey Norman Queensland Maroons the QRL Divisions and all affiliates. To ensure you are aware of the current portfolio of products available via Lion, the full list is attached to this email.

QRL Divisions and affiliates are required to exclusively stock (100%) and range ONLY Lion Beer, Cider & Seltzer in the following areas:

- Club Ground Bars (including Dressing Rooms Post Game)
- Club / Local League / Region Functions
- Club / Local League / Region Club Events
- Club / Local League / Region Competition Ground Bars (including Dressing Rooms Post Game)

Please note: this agreement does not include Licenced League Clubs

QRL Area Managers will be conducting regular health checks of your bars throughout the season.

Clubs that are found to be non-compliant will be issued with breaches notices which may result in funding to Local Leagues being withheld or withdrawn.

Should you wish to discuss this requirement, please contact your QRL Regional Manager to discuss in the first instance.

Yours Sincerely,

Glenn Ottaway
Queensland Rugby League
General Manager of Community & Competitions

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BEER NEW WORLD BEVERAGES CIDER

PORTFOLIO
MARCH 2022



A BEVERAGE FOR EVERY OCCASION

XXXXX



BRAND STORY

XXXX - Since 1978 we've been celebrating and championing the good life by brewing beer to be enjoyed under the hot Aussie sun.

The good life is the most treasured part of the Aussie lifestyle. Whether you're kicking back on a beach with rods in the sand enjoying the sunset, or, rising with the sun to chase the early worm. In any case, it's about getting the most out of each and every day.

It's as much a mindset as it is a lifestyle – with the right attitude and energy, any situation can be turned into the good life.

XXXX gives you the ticket to the Good Life.

XXXX DRY

Lager

Made for the modern Aussie lifestyle, this is the new, easy-drinking, full-strength lager from XXXX.

With a crisp finish, XXXX DRY is incredibly refreshing on those hot Aussie days.

ABV: 4.2%

XXXX Gold

Lager

Best matched with great mates and the Aussie sun, XXXX GOLD is big on taste.

Once you crack a GOLD you'll know exactly why it's a favourite with Aussies - and what we mean when we say it's Good as GOLD.

ABV: 3.5%

XXXX Bitter

Lager

A big-hearted, full-flavoured lager that stands tall and proud for the Sunshine State.

Almost a century on from the day it first rolled off the Brewery floor, Queenslanders are still enjoying XXXX BITTER.

ABV: 4.4%



BRAND STORY

There's a unique energy to Byron Bay – it's a place where art, music and surf culture collide, where counterculture is celebrated, and where people from all walks of life are welcome. Since 2008, Byron Bay Brewery™ has been a mainstay of the local community and has linked consumers all across the country to the spirit of the region.

Born in the heart of Byron Bay, Byron Bay Brewery Premium Lager is our latest offering – a refreshing, easy-drinking beer that connects you to the distinct energy of the town.

Beer penetration is declining within the 18-34 age group, driven in part by fewer beer brands delivering to their needs and values. Byron Bay Brewery Premium Lager is well positioned to leverage the aspiration & energy of Byron Bay, coupling this approach with an easy-drinking liquid, the brand is aiming to recruit this generation into, or back to beer, whilst also offering the opportunity to trade consumers up from contemporary offerings.

Channelling the eclectic interests, unique flavour and creative vibe of Byron Bay, Byron Bay Brewery Premium Lager aims to connect consumers to the energy of Byron Bay and give drinkers a taste of what it's all about.

Open Byron.



Byron Bay Brewery Premium Lager

Lager

A balance between hop and malt, brewed with all pale malts for a light gold colour that delivers a smooth and refreshing taste.

ABV: 4.2%



BRAND STORY

Before Furphy became known as Geelong's favourite beer, Furphy was best-known as the name of the Shepparton family who made water tanks used by soldiers in World War I. The soldiers used to swap stories by the Furphy water tanks, giving rise to the definition of a 'furphy' as a tall tale.

In 2014, intrigued by the industrial and cultural legacy of this quintessentially Australian family, we brewed a beer that was a celebration of their unique history and called it FURPHY REFRESHING ALE in tribute. The beer – brewed in Victoria using local ingredients – became an instant classic and the FURPHY brand has grown to be enjoyed all over Australia.

Following this success, in 2020 we launched our easy-drinking Furphy Crisp Lager to show our ongoing commitment to providing crowd-pleasing beers, suitable for all Aussie drinkers and occasions.

To this day the Furphy family remain our beer-loving partners, with the combined ambition of continuing their heritage and infusing the notion of tall stories into the essence of the beer.



Furphy Refreshing Ale

Kolsch

Furphy Refreshing Ale is a clean and crisp, balanced beer with subtle fruit flavours and aromas. Deep gold in colour and slightly hazy, there's a subtle maltiness throughout, balanced with a delicate hop character which leads to a pleasantly refreshing, dry finish.

ABV: 4.4%



Furphy Crisp Lager

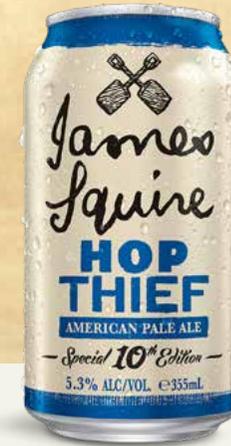
Lager

The exciting new addition to the Furphy family. A smooth crisp lager with a subtle citrus character and low bitterness from the use of Cascade hops, compliments the light malt base which contributes the light golden colour to the beer. Super easy-drinking, crisp, refreshing and finishes clean.

ABV: 4.5%



James Squire



BRAND STORY

James Squire was anything but ordinary. Born in London in 1754 he packed multiple lives into one extraordinary lifetime. Highway robber, soldier, thief fugitive, convict and founder of Australia's first brewery.

Today, over 200 years since James Squire started brewing, his spirit lives on through the James Squire beverage range, crafted with the same dedication to quality and pioneering spirit.

James Squire Broken Shackles

Lager

James Squire fought his way to freedom, taking plenty of risks and finally breaking the shackles of his seven year sentence to set up Australia's first brewery.

ABV: 4.6%

James Squire One Fifty lashes

Pale Ale

When James Squire was discovered stealing ingredients from the stores to make the colony's first batch of beer, the Judge ordered 150 lashes... plus two barrels of ale. Thankfully for us, James Squire was a far better brewer than he was a thief.

ABV: 4.2%

James Squire Hop Thief 10

American Pale Ale

By hook or by crook, James Squire always found a way to source the finest hops available for his flavoursome ales. Sometimes this resulted in a good lashing and other times in a handsome reward, but always in a good story to tell with a great-tasting beer.

ABV: 5.3%

James Squire Ginger Beer

Alcoholic Ginger Beer

James Squire Ginger Beer has been carefully crafted with real ginger for a light, refreshing and zingy ginger taste. It can be enjoyed straight from the can or over ice with fresh lime.

ABV: 4.0%



BRAND STORY

Wherever you go in the world, it's always refreshing to see something you recognise. That green bottle, the red star, the smiling 'e'... like an instant welcome from an old friend.

It's been 140 years since Heineken® has been able to call itself a microbrewer. And while we're proud that 25 million Heinekens are served each day across 192 countries, we've never forgotten that the quality is measured not in the size of our brand but in the purity of our beer. Even as we continue to open up to new worlds, Gerard's uncompromised drive for quality and perfection still lives on in the Heineken® family.

Cheers!

Heineken®

Lager

A premium lager beer, defined by its crisp, refreshing and full-flavoured taste. It has been brewed using 4 natural ingredients to a recipe that has remained unchanged since 1873.

ABV: 5.0%

Heineken® 3

Mid Strength Lager

An easy-drinking beer, at 3.3% ABV with lower calories & carbohydrates, with a hint of citrus for a more refreshing beer with a great taste.

ABV: 3.3%

Heineken® 0.0

Alcohol Free Lager

Heineken's unique 0.0 recipe is brewed with pure malt and special A-Yeast, just like the original Heineken® lager beer. Heineken® 0.0 - a natural, pure malt lager for a premium taste, without alcohol.

ABV: 0.0%



BRAND STORY

White Claw™ Hard Seltzer takes its inspiration from the legend of the White Claw™ wave – when three perfect crests come together to create a moment of pure refreshment. We set out to make something as purely refreshing as this. The result? White Claw™ Hard Seltzer. A wave of pure refreshment. Crafted with quality ingredients, White Claw™ is made from a blend of seltzer water, our gluten free spirit base and a hint of natural fruit flavour. White Claw™ is the ultimate drink for you to enjoy life without compromise. Having established cult status in the US and becoming the #1 brand in the fastest growing Hard Seltzer category, White Claw™ has now launched in Australia and is set to become the must have beverage this Summer.



White Claw™ Natural Lime

Sparkling Water with Alcohol

White Claw™ Natural Lime is crisp and clean with a hint of natural Lime. **ABV: 4.5%**

White Claw™ Mango

Sparkling Water with Alcohol

White Claw™ Mango is crisp and clean with a hint of natural Mango. **ABV: 4.5%**

White Claw™ Ruby Grapefruit

Sparkling Water with Alcohol

White Claw™ Ruby Grapefruit is crisp and clean with a hint of natural Ruby Grapefruit **ABV: 4.5%**



NEW

White Claw™ Watermelon

Sparkling Water with Alcohol

Made with sparkling water, triple distilled spirit & a hint of natural Watermelon flavour to deliver a wave of pure refreshment like you've never tasted before.

ABV: 4.5%



NEW

White Claw™ Variety Pack

Sparkling Water with Alcohol

New White Claw™ Variety Pack - made to share all summer long. Whether you're into fresh Watermelon, ripe Mango, crisp Natural Lime or zesty Ruby Grapefruit, this pack has something for all your moments of refreshment.

10 pack includes

4 x Mango, 2 x NEW Watermelon,
2 x Natural Lime, 2 x Ruby Grapefruit

NATURAL FLAVOURS | GLUTEN FREE | 95 CALORIES

CONTEMPORARY



BRAND	BYRON BAY BREWERY PREMIUM LAGER	XXXX DRY	FURPHY CRISP LAGER	TOOHEYS EXTRA DRY	HAHN SUPERDRY	HAHN SUPERDRY 3.5	HAHN ULTRA CRISP	IRON JACK CRISP
STYLE	Premium Lager	Lager	Lager	Lager	Lager	Lager	Lager	Lager
ABV	4.2%	4.2%	4.5%	4.4%	4.6%	3.5%	4.2%	3.5%
TASTING NOTES	A balance between hop and malt, brewed with all pale malts for a light gold colour that delivers a smooth and refreshing taste.	We wanted to give XXXX DRY a crisp finish, so we've used Nelson Sauvin hops, which gives a slight aroma and makes the beer incredibly refreshing for those hot Aussie days.	An easy-drinking beer – low in bitterness, light in colour & finishes clean.	Tooheys Extra Dry is a crisp finished lager. Achieved by extended fermentation, ensuring minimal residual fermentable sugars. Wonderful fruity, malty notes accompany a mellow middle palate leaving a clean aftertaste.	Hahn SuperDry is brewed with the best modern techniques using the finest ingredients since its inception. The result is a preservative-free beer with fewer carbohydrates and an unmistakable crisp, dry taste.	Hahn SuperDry 3.5 takes slow brewing to the extreme, much like our full-strength original lager. It also has the same full-flavoured, unmistakable crisp dry taste.	Hahn Ultra Crisp is brewed with a specially selected yeast and fermented at cool temperatures to deliver a unique crispness. Notes of Saaz hops makes for a light and refreshing aroma and taste.	A 3.5% mid-strength lager with low hop aroma – bitterness has been kept low for maximum refreshment. Has 30% less carbs than regular full and mid-strength beer.
AVAILABLE ON TAP	Yes	Yes	Available now in Vic Available all other states in April, excl QLD	Yes	Yes	Yes	No	Yes
PACK FORMAT	Bottles: 355ml x 24	Bottles: 330ml x 24 (NAT) Cans: 375ml x 30 (QLD ONLY)	Bottles: 375mL x 24	Bottles: 330ml x 24 696ml x 12 Cans: 375ml x 30	Bottles: 330ml x 24 700ml x 12 Cans: 375ml x 24 330ml x 10	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24	Bottles: 330ml x 24 Cans: 375ml x 30
REGIONS								

CONTEMPORARY

CLASSIC



BRAND	IRON JACK FULL STRENGTH	XXXX SUMMER BRIGHT LAGER	XXXX SUMMER BRIGHT WITH LIME	XXXX SUMMER BRIGHT WITH MANGO	BOAG'S ST GEORGE	XXXX GOLD	XXXX BITTER	TOOHEYS NEW
STYLE	Lager	Lager	Flavoured Lager	Flavoured Lager	Lager	Lager	Lager	Lager
ABV	4.2%	4.2%	4.0%	4.0%	4.2%	3.5%	4.4%	4.6%
TASTING NOTES	Pale malts are balanced with the aroma from a light dose of Saaz hops for a super crisp finish and maximum thirst-crushing refreshment.	Australian malted barley and hops are brewed together with the purest water and quality ingredients to make this full-strength lager, giving it a refreshing taste and smooth hop character.	Our XXXX brewers have captured the essence of the Australian Summer in this lower carb beer, with refreshingly real lime and no artificial flavours.	XXXX Summer Bright Lager with Mango is created by blending the low bitterness of XXXX Summer Bright Lager with mango flavour for a refreshing fruity taste and sweet finish.	James Boag's St George is a full-strength, easy-drinking beer with low bitterness to deliver ultimate drinkability. Citrus hops are added late in the brewing process to create a unique and highly refreshing taste.	Mid-strength meets full-flavour. Golden Cluster hops brewed with the finest ingredients to give the lager its signature taste – a smooth, balanced flavour and body, complemented by mild bitterness.	A full-flavoured quality lager. Pure local water is combined with Australian malted barley, Queensland cane sugar, Golden Cluster hops & yeast grown at the XXXX Brewery.	Smooth, refreshing, easy-drinking taste. Slightly hopped, malty character delivers a perfect balance of bitter and sweet beer flavours. Low in effervescence to enhance refreshment.
AVAILABLE ON TAP	No	In QLD Only	No	No	Yes	Yes	Yes	Yes (Not available on tap in VIC & TAS)
PACK FORMAT	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24 Cans: 375ml x 30	Bottles: 330ml x 24	Bottles: 330mL x 24	Bottles: 330mL x 24	Bottles: 375ml x 24 Cans: 375ml x 24 & 30 330ml x 3 x 10	Bottles: 375ml x 24 750ml x 12	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 24 & 30
REGIONS								

CLASSIC



BRAND	TOOHEYS OLD DARK ALE	WEST END DRAUGHT	SOUTHWARK BITTER	SOUTHWARK OLD STOUT	EMU EXPORT	EMU BITTER	EMU DRAFT	SWAN DRAUGHT
STYLE	Dark Ale	Lager	Bitter	Stout	Lager	Bitter	Lager	Lager
ABV	4.4%	4.5%	4.5%	7.4%	4.2%	4.0%	3.0%	4.4%
TASTING NOTES	Fermented with top fermentation ale yeast. Lightly hopped and roasted malt delivers its darker colour. Fruity ale aromas blend well with the subtle hoppiness and toasty caramel notes to deliver a unique beer.	A well balanced thirst quenching lager, beloved across South Australia.	An enjoyable, slightly sweet lager with low bitterness and a light hop aroma.	Known for its rich concentrated flavours of coffee, deeply roasted malt and dark chocolate, makes it the perfect winter brew or for those who like their beers dense and full-bodied.	A well balanced beer with clean, fresh taste. A light body building up to a malt crescendo with a strong bitter finish.	A timeless Western Australian favourite – an easy-drinking lager with high bitterness and hoppiness, backed by a medium body.	Emu Draft Midstrength is a fully brewed mid-strength beer with a full-bodied taste. A specially selected malt gives Emu Draft Midstrength its rich colouring.	An easy-drinking lager with just the right amount of malty richness.
AVAILABLE ON TAP	Yes	Yes	Yes	No	No	No	No	Yes
PACK FORMAT	Bottles: 330ml x 24 700ml x 12	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 30 375ml x 24	Bottles: 375ml x 24	Bottles: 375mL x 24	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 30	Bottles: 375ml x 24 Cans: 375ml x 30	Cans: 375ml x 30	Bottles: 375ml x 24 750ml x 12
REGIONS								

CLASSIC



BRAND	JAMES BOAG'S PREMIUM	JAMES BOAG'S DRAUGHT	JAMES BOAG'S XXX ALE	JAMES BOAG'S PREMIUM LIGHT	JAMES BOAG'S DRAUGHT LIGHT	HAHN PREMIUM LIGHT
STYLE	Lager	Lager	Ale	Light Lager	Light Lager	Light Lager
ABV	4.6%	4.6%	4.8%	2.5%	2.7%	2.4%
TASTING NOTES	A smooth and sophisticated lager characterised by the perfect balance of hops and malt.	Brewed with pure Tasmanian water and the finest ingredients, Boag's Draught is a full-bodied lager with a smooth hop bitterness and a crisp refreshing finish.	One of Tasmania's best kept secrets, a clean crisp character with a moderate estery aroma and a good hop bitterness.	A smooth and pleasant bitterness, like its full-strength brother, providing an easy-drinking and refreshing option.	First brewed in 1990, James Boag's Draught Light is delicately filtered and blended to yield a low alcohol content with a rich, full body and sophisticated taste.	Hahn Premium Light is a superior tasting light beer brewed for full flavour and refreshment. It has won more internationally recognised awards for excellence than any other light beer.
AVAILABLE ON TAP	No	Yes	Yes	Yes (TAS only)	No	Yes
PACK FORMAT	Bottles: 375ml x 24	Bottles: 375ml x 24 750ml x 12 Cans: 375ml x 30 375ml x 24	Bottles: 375ml x 24	Bottles: 375mL x 24	Bottles: 375ml x 24	Bottles: 375ml x 24 Cans: 375ml x 24
REGIONS						

CRAFT



BRAND	JAMES SQUIRE BROKEN SHACKLES	JAMES SQUIRE ONE FIFTY LASHES	JAMES SQUIRE ZERO	JAMES SQUIRE HOP THIEF 10	JAMES SQUIRE MID RIVER	JAMES SQUIRE THE SWINDLER	JAMES SQUIRE THE CHANCER	JAMES SQUIRE NINE TALES
STYLE	Lager	Pale Ale	Alcohol Free	American Pale Ale	Pale Ale	Tropical Pale Ale	Golden Ale	Amber Ale
ABV	4.6%	4.2%	0.0%	5.3%	3.5%	4.2%	4.5%	5.0%
TASTING NOTES	An easy-drinking lager. The perfect balance between flavour and refreshment. Crafted using the very finest hops and Australian malts, a world class lager.	Australian-style cloudy pale ale for cracking refreshment. Malted wheat adds to its refreshing character, and a concoction of hops creates fruity aromas with hints of passionfruit, grapefruit & citrus.	An expertly crafted FULL FLAVOUR ALCOHOL FREE brew with a balance of malt and hop notes for a clean, crisp finish. Perfect for any social occasion where you want full flavour, without the alcohol.	Crafted using the new breed of Sabro hops, sourced from New Mexico, adds unique flavours of tangerine, cream and cedar. Along with Sabro, Simcoe, Mosaic and Galaxy hops provide a vibrant burst of tropical hop flavour.	A full flavour, mid-strength pale ale. Vienna and Munich malts enrich its malt character. German and US hops deliver crisp herbaceous flavours with citrus and fruity aromas.	Big on refreshment, this easy-drinking dry hopped pale ale pairs a light body with big tropical hop notes of passionfruit & melon, with a clean, fresh finish. Dry hopped with Galaxy & El Dorado for maximum aroma and pouring light golden in colour.	Grains of wheat & barley with Amarillo hops makes for a unique tropical fruit aroma with a restrained bitterness and dry finish.	Hand-crafted with Pale & Crystal malts & distinctive hops with a deep copper colour, toffee-caramel sweetness & nutty finish balanced against citrus hop notes.
AVAILABLE ON TAP	Yes	Yes	No	No	No	No	No	No
PACK FORMAT	Bottles: 345mL x 24	Bottles: 345ml x 24 Cans: 330ml x 3x10 355ml x 24	Bottles: 345ml x 24	Cans: 355ml x 24	Bottles: 345ml x 24	Bottles: 345ml x 24	Bottles: 345ml x 24	Bottles: 345ml x 24
REGIONS								

CRAFT



BRAND	JAMES SQUIRE JACK OF SPADES	LITTLE CREATURES PALE ALE	LITTLE CREATURES PACIFIC ALE	LITTLE CREATURES HAZY IPA	LITTLE CREATURES EXTRA PALE ALE	LITTLE CREATURES ROGERS	LITTLE CREATURES ELSIE	KOSCIUSZKO PALE ALE
STYLE	Porter	American Pale Ale	Pacific Ale	Hazy IPA	Extra Pale Ale	Amber Ale	Australian Ale	Pale Ale
ABV	5.0%	5.2%	4.4%	6.0%	4.9%	3.8%	4.2%	4.5%
TASTING NOTES	This brew's roasted barley and long maturation delivers a dark, complex porter with hints of malt chocolate, roasted coffee and a light, creamy finish.	A hop driven pale ale bursting with flavour and aroma that is ultimately refreshing, with a distinct bitterness that leaves the palate craving for more.	This beer is all about celebrating tropical Aussie flavours, reminding us of sunny, happy days. Straw-coloured and hazy, it has a soft fizz and passionfruit aroma – finishes slightly dry, yet super refreshing.	Made with big juicy Aussie and American hops, this luscious party pleaser is a hazy fruit bomb full of delicious tropical juiciness.	This XPA is all about vibrant hop aromas and flavours. With a lighter body, the fruity and floral hop characters in this beer really take centre stage.	Roasted toffee and caramel malt flavours, light citrus hop notes and a gentle bitterness define this unique, easy-drinking amber ale.	Named after Little Creature's beloved Kombi, Elsie is a refreshing ale with hints of citrus that give way to subtle maltiness, finishing clean and dry. The perfect beer for the west coast lifestyle.	Pale and Munich malts, with a unique blend of Tasmanian Galaxy and Pride of Ringwood hops, creates a fruity Australian pale ale. Wholesome bready malt and yeast characters create a crisp freshness.
AVAILABLE ON TAP	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PACK FORMAT	Bottles: 345ml x 24	Bottles: 330ml x 24 Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Bottles: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24 Cans: 375ml x 16
REGIONS								

CRAFT



BRAND	PANHEAD QUICKCHANGE XPA	PANHEAD SUPER CHARGER APA	WHITE RABBIT DARK ALE	WHITE RABBIT WHITE ALE	WHITE RABBIT GOLDEN SOUR ALE	BROOKLYN LAGER	BROOKLYN BEL AIR SOUR	MALT SHOVEL THIS IS OUR XPA
STYLE	Extra Pale Ale	American Pale Ale	Dark Ale	White Ale	Golden Sour Ale	Amber Lager	Dry Hopped Sour Ale	Extra Pale Ale
ABV	4.6%	5.7%	4.9%	4.5%	4.7%	5.2%	4.5%	4.8%
TASTING NOTES	A lighter malt base is undercut by a hit of alpha oils from Mosaic, Galaxy and Citra hops followed by a few luscious notes of mango, guava, lychee and pineapple.	All American hops Centennial, Citra and Simcoe overwhelm the nose and kick start the taste buds, departing with a strong bitterness, making it an addictive combination.	Rich, flavoursome, yet ever-refreshing, this malt-driven ale is beautifully balanced by an aromatic lift of hops. Subtle fruit complements a backbone of toffee and chocolate, bound by a reassuring bitterness.	Delivering refreshing hints of coriander, juniper berry and bitter orange, this classic cloudy white ale takes its cues from the Belgian brewers of old. AIBA 2017 Champion Australian Beer.	A bright golden sour with a modern twist. Citrus and stone fruit hops layered across a light malt base make this crisp and refreshing with a clean zesty sour finish.	Brooklyn Lager is an easy-drinking Vienna-style lager with an American twist. Amber-gold in colour with a firm malt center, refreshing bitterness and smooth caramel malts in the finish. This Dry-Hopped American original displays lush floral, citrus & light pine aromas.	Brooklyn Bel Air Sour is full of surprises. Our sour ale starts up with bright notes of tropical fruit yet finishes crisp and gently tart. It's a trip that's laid back, breezy, and completely refreshing. Its tropical aromas and tart edge also makes it a tasty and versatile candidate for making beer cocktails.	A hop driven, tropical & fruity XPA with pale and toffee malt sweetness to balance. This hoppy delight of Citra, Galaxy, Amarillo & El Eorado hops deliver aromas of grapefruit, passionfruit & melon.
AVAILABLE ON TAP	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PACK FORMAT	Cans: 375ml x 16	Cans: 375ml x 16	Bottles: 330ml x 24	Bottles: 330ml x 24	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16
REGIONS								

CRAFT



BRAND	EUMUNDI LAGER	EUMUNDI PALE ALE	TINY MOUNTAIN PACIFIC ALE	NEW BELGIUM VOODOO RANGER	NEW BELGIUM VOODOO RANGER
STYLE	Lager	Pale Ale	Pacific Ale	West Coast IPA	Hazy IPA
ABV	4.4%	3.5%	4.6%	6.8%	5.0%
TASTING NOTES	Hopped with Australian grown Cascade and Ella, Eumundi Lager has delicate citrus fruit and floral notes with a crisp aroma balanced by a light to medium malt body.	A fresh full-flavoured mid-strength pale ale that will have you coming back for another. A delicate stone fruit-come-tropical aroma from Galaxy and Enigma hops balanced with a slight biscuity malt note for a deep golden colour.	A modern Australian styled Pacific Ale, this slightly hazy ale has plenty of punch. Wheat and Vienna malts feature, which help build up the mouthfeel and enough of a malty backbone to carry the Aussie hop combo of Galaxy & Vic Secret.	From the makers of America's #1 name in IPA, meet Voodoo Ranger IPA. This perfectly balanced dry-hopped IPA is bursting with tropical aromas & juicy fruit flavours from Mosaic & Amarillo hops, this golden IPA is perfectly bitter with a refreshing sublime finish. Born in the USA. Brewed Fresh in Australia. #liverangerously	From the makers of America's #1 IPA brand, meet Voodoo Ranger Hazy IPA. An easy-drinking 5% IPA built to enjoy anytime anywhere. With notes of Passionfruit and citrus, Voodoo Ranger Hazy IPA is a supremely drinkable, juicy and unfiltered session IPA brewed with all American Hops. Born in the USA. Brewed Fresh in Australia. #liverangerously
AVAILABLE ON TAP	Yes	Yes	Yes	Yes	Yes
PACK FORMAT	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 375ml x 16	Cans: 355ml x 16	49.5L Keg – Now Cans: 375ml x 16 (March 2022)
REGIONS					

PREMIUM



BRAND	FURPHY REFRESHING ALE	HEINEKEN®	HEINEKEN® 3	HEINEKEN® 0.0	KIRIN ICHIBAN	BIRRA MORETTI	GUINNESS DRAUGHT
STYLE	Ale	Lager	Low Alcohol Lager	Zero Alcohol Lager	Lager	Lager	Stout
ABV	4.4%	5.0%	3.3%	0.0%	5.0%	4.6%	4.2%
TASTING NOTES	Furphy Refreshing Ale is a clean, crisp and balanced beer with subtle fruit flavours and aromas. A subtle maltiness leads to a pleasantly refreshing, dry finish.	A premium lager beer, defined by its crisp, refreshing and full-flavoured taste. It has been brewed using 4 natural ingredients to a recipe that has remained unchanged since 1873.	An easy-drinking beer, at 3.3% ABV with lower calories & carbohydrates, with a hint of citrus for a more refreshing beer with a great taste.	Heineken's unique 0.0 recipe is brewed with pure malt and special A-Yeast, just like the original Heineken® lager beer. Heineken® 0.0 - a natural, pure malt lager for a premium taste, without alcohol.	Premium Japanese beer brewed in Australia, from 100% malt using the First Press method. Ichiban, meaning 'first' and 'best' in Japanese, is a distinctively smooth, and full-bodied beer from start to finish.	The best raw ingredients are used to make Birra Moretti, as well as a special blend of high quality hops that gives it a unique taste and fragrance.	A distinctively dark stout, with a rich creamy head, Guinness Draught is the perfect balance of bitter and sweet with malt and roast character.
AVAILABLE ON TAP	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PACK FORMAT	Bottles: 375ml x 24 Cans: 750ml x 12 375ml x 24	Bottles: 330ml x 24 Cans: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24	Bottles: 330ml x 24	Cans: 440ml x 24
REGIONS							

PREMIUM

TRADE & HERITAGE



BRAND	GUINNESS EXTRA STOUT	KILKENNY	RED BITTER	GOLD BITTER	BLUE BITTER	ICE
STYLE	Stout	Irish Cream Ale	Lager	Bitter Lager	Light Lager	Bitter
ABV	6.0%	4.3%	4.0%	3.0%	2.3%	4.0%
TASTING NOTES	The crisp hint of roasted barley, the fresh breeze of hops. The refreshing bite. The bittersweet reward. Pure beauty; pure Guinness.	A reddish-brown appearance. It pours to form a beautiful thick creamy head. There is a sweet aroma to it with slight roasted smell. The taste is smooth and creamy.	A highly refreshing, well balanced lager with a mild hop bitterness.	A pale lager with light grassy aromas, easy-drinking malt body and a clean, refreshing finish.	A very easy-drinking lager which is lightly hopped, a rich honey colour and very mild bitterness.	Clear golden colour gives off light grassy and malty aromas, providing a crisp, clean and refreshing finish.
AVAILABLE ON TAP	No	Yes	No	No	No	No
PACK FORMAT	Bottles: 375ml x 24 750ml x 12	Cans: 440ml x 24	Cans: 375ml x 30	Cans: 375ml x 30	Cans: 375ml x 30	Cans: 375ml x 30
REGIONS						

RTD

NEW WORLD BEVERAGES



BRAND	JAMES SQUIRE GINGER BEER	EUMUNDI BREWERY	WHITE CLAW™ NATURAL LIME	WHITE CLAW™ MANGO	WHITE CLAW™ RUBY GRAPEFRUIT	WHITE CLAW™ WATERMELON	WHITE CLAW™ VARIETY PACK
STYLE	Alcoholic Ginger Beer	Alcoholic Ginger Beer	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol	Sparkling Water with Alcohol
ABV	4.0%	4.0%	4.5%	4.5%	4.5%	4.5%	4.5%
TASTING NOTES	James Squire Ginger Beer has been carefully crafted with real ginger for a light, refreshing and zingy ginger taste. It can be enjoyed straight from the can or over ice with fresh lime.	An easy-drinking alcoholic Ginger Beer with a sweet clean nose, a very balanced and controlled palate and a pleasant finish that delicately lingers with that delicious burn you love from ginger.	White Claw™ Natural Lime is crisp and clean with a hint of natural Lime. Made with sparkling water, triple distilled spirit & a hint of Lime flavour to deliver a wave of pure refreshment like you've never tasted before.	White Claw™ Mango is crisp and clean with a hint of natural Mango. Made with sparkling water, triple distilled spirit & a hint of Mango flavour to deliver a wave of pure refreshment like you've never tasted before.	White Claw™ Ruby Grapefruit is crisp and clean with a hint of natural Ruby Grapefruit, a little tart and sharp. Made with sparkling water, triple distilled spirit & a hint of Ruby Grapefruit flavour to deliver a wave of pure refreshment like you've never tasted before.	New White Claw™ Watermelon is made with sparkling water, triple distilled spirit & a hint of natural Watermelon flavour to deliver a wave of pure refreshment like you've never tasted before.	New White Claw™ Variety Pack - made to share all summer long. Whether you're into fresh Watermelon, ripe Mango, crisp Natural Lime or zesty Ruby Grapefruit, this pack has something for all your moments of refreshment. 10 pack includes: 4 x Mango, 2 x NEW Watermelon, 2 x Natural Lime, 2 x Ruby Grapefruit
AVAILABLE ON TAP	Yes	Yes	No	No	No	No	No
PACK FORMAT	Cans: 330ml x 24	Cans: 375ml x 16	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 6 x 4 case	Cans: 330ml, 10 pack
REGIONS							

CIDER



BRAND	JAMES SQUIRE ORCHARD CRUSH APPLE	LITTLE CREATURES PIPSQUEAK	5 SEEDS CRISP	5 SEEDS LOWER SUGAR	5 SEEDS CLOUDY
STYLE	Cider	Cider	Cider	Cider	Cider
ABV	4.8%	5.2%	5.0%	5.0%	5.0%
TASTING NOTES	Refreshing, traditional style cloudy apple cider, with a fragrant aroma, clean palate and crisp finish. Colour varies from pale gold to straw due to the seasonality of fresh apple juice.	Crafted from locally sourced, fresh pressed apple juice, Pipsqueak is light and bright in colour with a wonderful, luscious dose of apple flavour and a great lingering texture.	Crafted as a sparkling cider from crushed orchard apples to deliver a champagne-style aroma with rich apple flavour. For those who prefer a less sweet cider, but not too dry.	Crafted from orchard apples with a refreshing difference. It's 97% sugar free with a classic fresh apple taste - free from artificial flavours and sweeteners with less than half the sugar of leading regular ciders, without compromising on taste.	Made using cloudy apple juice which enhances its distinct green apple like taste, Well rounded tartness, with a fresh and fruity finish.
AVAILABLE ON TAP	Yes	Yes	Yes	No	No
PACK FORMAT	Bottles: 345ml x 24 Cans: 330ml x 10	Bottles: 330ml x 24	Bottles: 345ml x 24 Cans: 330ml x 10	Bottles: 345ml x 24	Bottles: 345ml x 24
REGIONS					

LION BEER PORTFOLIO STRATEGY




FLAVOURFUL

Deliver flavourful and 'crafted quality' benefits to consumers who lack the confidence to experiment with Beer.



EASY TO DRINK AND SHARE

Evolve the 'sea of sameness' amongst Easy to Drink Beer. Diversifying brands and innovate brewed beverage offering to better meet consumer needs.



LIGHTER OPTIONS

Connect the emotional benefits of beer brands with functional benefits such as zero and lower alcohol to provide greater options for a healthier lifestyle.



DRIVE MEANING & VALUE

Improve the relevance of Beer brands, to better meet the needs of a diverse Beer Drinking population and become worth paying more for. Primary focus along the path to purchase.









Innovation



STABILISE

Optimise in channel execution to hold commercial performance.

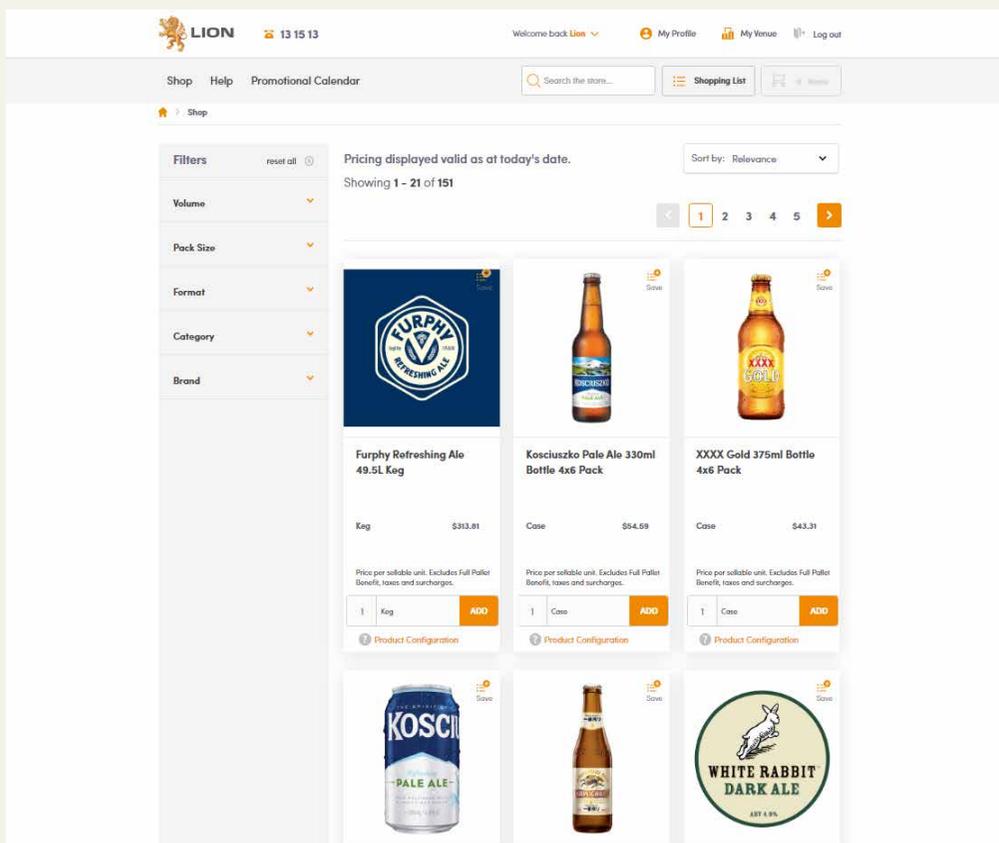
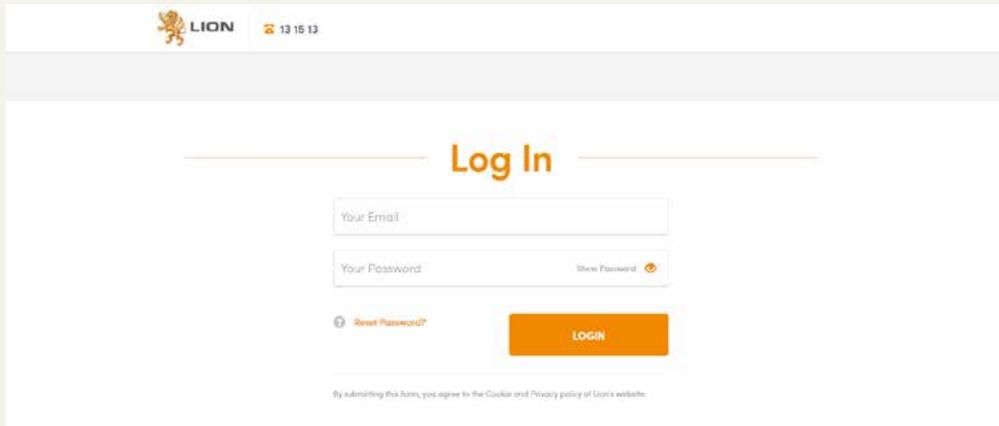








CUSTOMER PORTAL



LION OFFERS VISA, MASTERCARD AND AMERICAN EXPRESS PAYMENT ONLINE - ALONG WITH DIRECT DEBIT AND EFT THROUGH TRADITIONAL METHODS.



Credit card fees applies for;
Visa/Mastercard 1.10%,
Amex 2.42%

OTHER FEATURES INCLUDE:

BROWSE & ORDER

Easy access to Find and Order all of our products from the Beer and Spirits range.

ORDER FASTER

Place a Fast Order based on your previous orders, build your own Shopping Lists, save your orders from the cart for later with our Saved Orders facility or build your order from our Deals pages

YOUR DOCUMENTS

Save time and download and view all of your Invoices, Credit Notes and Statements online.

BEER SYSTEMS

Access our Beer Systems Educations Centre. Information to help train your staff and maintain your Beer Systems.

NEWS AND INSIGHTS

View news items relevant to your business and access Category Insights to help grow your business.

MY DEALS

View & take advantage of your dollar deals and bonus deals for the week ahead or even next week's deals from our new deals pages

VIEW AND EDIT

View all your old Lion orders and edit or cancel an existing one before Cut Off time.

SMS ALERTS

You can now enable SMS alerts for order cut off reminders. This is when you have added items to the cart but not submitted them. You can also receive reminders for when your favourite items are back in stock or to confirm we have received your issue over the phone by giving you a reference number. You can sign up by contacting Lion Connect on 13 15 13 or Customer.portal@lionco.com

REBATE

If you are signed up to an RTA or Pourage Right agreement you now can access your documents on the Portal under the rebate section. You can also nominate for SMS updates when a new document is available. You can sign up by contacting Lion Connect on 13 15 13 or Customer.portal@lionco.com

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