



Media Release – for immediate release

For the Love of fresh Beer

In October last year, Frank, Co-Founder and Head Brewer of Prancing Pony and Corinna (CEO) travelled to rural Warwickshire in the UK to meet up with the brew team from the award-winning Purity Brewing Company. From the offset Paul Halsey, CEO and Co-Founder of Purity alongside head brewer Florent Vialan (Flo) knew immediately that they had much more in common than just a love for great tasting fresh beers.

Superb quality beers, consistency, sustainability in production and a strong sense of community are all common traits for both breweries; matched with some good humour, a unique and longstanding friendship was formed. For Corinna it was like looking into a mirror. 'Purity was the big brother that lives overseas. We could identify with every aspect of their business model right down to their involvement with the community, the arts and like our brewery, Purity is a regional brewery, although much bigger than ourselves.'

Purity is located on a working farm in the heart of the Warwickshire countryside, complete with their own water treatment eco (wetland) system and a resident farmer that utilises the spent grain to feed his Longhorn Cattle. Like for the Pony, their Awards list is extensive and Purity definitely produces some of the UK's finest Cask and Craft beers. Their beers can be found across the UK both in the on and off trade and are easily identifiable through their unique farm animal branding .

Paul and Flo were aware of Prancing Pony's India Red Ale and the Supreme Champion Trophy the beer had won in London in 2016, leading them to try some of the Pony's wider range.. 'Before visiting the UK, we had already agreed with Purity that we would make a beer together. A logical thing to do, even more so as Purity and the Pony have a similar state of the art, German-engineered Braukon Brew systems', says Frank.

'As our first collaboration together we decided to brew a batch of Hopwork Orange, an American Pale Ale hopped with Mandarina Bavaria German hops The feedback we received from the trade was phenomenal and with Frank's approval, we decided to brew a second batch. However, this time



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the beer was presented in casks and sold almost exclusively into pubs in the greater London area. Within 4 weeks, the beer was sold out and again the feedback was fantastic', says Paul.

'The best aspect of getting Purity to brew our Hopwork Orange on site in the UK is that the beer will hit the market super fresh. There are no long periods on ships and the potential of spoilage. It reduces food miles while still bringing new beer into new markets' says Frank.

It made sense that Purity and the Prancing Pony Brewery would enter into a more formal agreement to allow each brewery to brew and distribute a range of selective beers and this is exactly what they have just done. In a few months, the roles will be reversed with Paul and Flo coming to Australia to brew one of the Purity beers with the Pony team.

For large breweries, brewing beer 'under licence' is a common practice but for smaller breweries, there is a lot of trust that needs to be established between the brewers to perfectly replicate the beer in a most consistent way.

'Having the same brewing methodology and very similar brewing equipment makes it a bit easier, as for the rest, it is down to the skills of the brewers', smiles Flo, who has been Purity's Head Brewer since 2006.

With a summer of cricket just around the corner, Purity has already locked in the next batch of Hopwork Orange and we expect a few English and Aussie cricket fans holding a Hopwork Orange in their hands while watching cricket in their favourite pubs. There is much to be said about this amazing collegial intercontinental collaborations and as for the Ashes, let the best team take them home.

For more information contact

Corinna Steeb Prancing Pony Brewery

corinna@prancingponybrewery.com.au

+61-8-8398 3881



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Or

Paul Brazier

Head of Marketing

Purity Brewing Co.

press@puritybrewing.com

Notes to editors

About Purity Brewing Co.

Purity Brewing Co. is a company dedicated to making a difference. In its award-winning products: Mad Goose, Pure Gold, Pure UBU, Saddle Black, Longhorn IPA and Lawless Lager – Purity demands premium quality and uniqueness. In service, Purity offers distinction, approachability and integrity.

Central to the brewery is a strong commitment to supporting the environment. Purity only uses natural ingredients, supports recycling programmes and respects the community. Also, waste products are recycled through a pond and wetland system. This sustainable eco-system helps minimise carbon dioxide emissions and encourage wildlife diversity.

About Prancing Pony Brewery

Prancing Pony Brewery is an independent brewery located in the Adelaide Hills and brews beers using 4 base ingredients, water, grain, hops and yeast, only. Established in 2011, the brewery has won significant Awards, including a Supreme Champion Trophy, Champion Trophies and 83 medals. The Pony takes pride in building communities and supports local emerging artists in music and visual arts.

Located within the brewery is the Pony's buzzing venue where local and visitors can taste the beers matched to food, listen to music and become part of a supportive community. The brewery sources where possible ingredients locally and has made a commitment to reduce, re-use and recycle for all aspects of its operation and harvests sun energy on their 50Kw solar system to support sustainability.