



FOUNDERS FIRST



MEDIA RELEASE

6 August 2020

FOGHORN BREWERY EXPANDS INTO THE HUNTER VALLEY

In an exciting move for the greater Hunter region, Newcastle's FogHorn Brewery is expanding into the Hunter Valley, transforming the existing Hunter Beer Co at Potter's Hotel into a craft beer haven.

Newcastle's first modern craft brewery and restaurant, FogHorn Brewery was established in 2014 with a vision to rejuvenate Newcastle's hospitality scene bringing with it decades of brewing experience and leading the way in growing Newcastle's reputation as the craft beer capital of Australia.

Six years on FogHorn's founder Shawn Sherlock will take his vision one step further with business partner Founders First, taking over Hunter Valley institution Hunter Beer Co at Potters Hotel the gateway to Australia's most visited food and wine region.

Joining the ever-expanding FogHorn team are local expert brewers Keith Grice and Daniel Gayner, who will help lead the way with experimentation and create great flavoured brews.

The venue will continue to serve The Hunter Beer Co's iconic beers including the Hunter Kolsch, Bock and the legendary 'Slaked Magpie'. The new and improved, larger brewery will also be home to FogHorn's signature brews, including the Young Americans IPA, Newy Pale Ale and Sligo Extra Stout – along with all of their seasonal and limited editions.

FogHorn Brewery CEO and Chief Brewing Officer Shawn Sherlock has over 20 years of experience. Awarded Australian Brewer of the Year in 2012, Shawn couldn't be more excited about their expansion into the Hunter Valley.

"When the opportunity to expand further into the region arose, it just made sense. It's something that the Hunter Valley has been calling for, the site is perfect for us to grow our brand and brewing capabilities."

With a new chef and menu soon to be announced, the newly renovated Potters Hotel aims to support local growers, suppliers and winemakers, and while it will include pub classics, the new menu will raise the bar in casual dining in the Hunter Valley.

Local artist Mitch Revs has been commissioned to create a mural wall that will celebrate craft beer and the Hunter Valley region. Known for his bright, fun creations the Newcastle gallery owner art work is hoped to become an iconic piece of local art transforming the brewery wall.

This recent expansion follows FogHorn Brewery's partnership and investment from Founders First, who support passionate, independent craft brewery and distillery businesses.

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www.foghornbrewhouse.com.au/newcastle
www.foundersfirst.group
www.pottershbr.com.au



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Founders First CEO Mark Haysman said they will further invest in the Potters Hotel & FogHorn Brewery Hunter Valley site over the coming months.

“We are proud to be partnering with Shawn to extend the reach of Foghorn and accelerate business growth – with FogHorn having its biggest ever month in July from a wholesale perspective. The Greater Hunter region is one of Australia’s most visited and iconic food and wine destinations. We have some exciting plans ahead for Potters Hotel, creating a community hub that showcases Foghorn and our award-winning Australian beer and spirits portfolio which includes KIS, Jetty Road and Sparkke.”

FogHorn Brewery Hunter Valley is open Fridays 10am-8pm, with tours from 5pm, Saturdays 10am-10pm, and tours noon and 5pm and Sundays 10am-5pm.

Potters Hotel is open Wednesdays and Thursdays noon-10pm, Fridays noon-midnight, Saturdays 10am-midnight and Sundays 10am-10pm.

Stay tuned for more news on the transformation of the site.

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ABOUT FOGHORN

FogHorn was established in 2014 with a vision to bring decades of beer-making experience, American foodie expertise and eclectic music tastes to the heart of Newcastle. FogHorn played a role in rejuvenating Newcastle by building its first craft brewery. www.foghornbrewhouse.com.au/newcastle/

ABOUT POTTERS

Founders First is excited to transform Potters Hotel to showcase local makers, building a community from near and far to celebrate all the world of craft has to offer. With a 500-person capacity, guests can enjoy lunch and dinner in the public bar, bistro, lounge bar, beer garden, lawn and functions venue. *Please note: The previous accommodation on site is no longer owned or operated by Potters and is a separate business.* www.pottershbr.com.au

ABOUT FOUNDERS FIRST

Founders First (FFL) is an ASX listed company that leads the industry in supporting and growing independent craft brewery and distillery businesses, backing talented makers with a big vision. Their focus is on allowing founders to play to their strengths while the FF team of industry experts supports by covering any gaps constraining growth and profitability.

Ultimately, Founders First backs founders to succeed... loves being part of the journey and collaborates to create a stronger craft community. www.foundersfirst.group

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Founders First beer and spirits portfolio includes: Jetty Road, Slipstream Brewing, Sparkke, Ballistic Beer Co, Foghorn Brewery, Sauce Brewing Co, Kangaroo Island Spirits (KIS), Brogan's Way, K.Booch, Green Ant Gin.

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