

MEDIA RELEASE

25 June 2020



SHOW YOUR GRATITUDE THE AUSTRALIAN WAY - WITH A CASE OF GOOD BEER

10,000 essential workers to receive their 4 pack thanks to the 16 craft breweries

After raising more than \$52k in donations to shout more than 2,600 essential workers a 4 pack of local craft beers, social enterprise beer company The Good Beer Co has joined up with Founders First to create a 'limited edition' case of 16 craft beers.

The 'A Good Beer Always Helps' campaign case will be on sale in over 1000 BWS and Dan Murphy's stores from Friday 26 June, with a portion of the proceeds from each case going to support the campaign.

The Good Beer Co's Founder James Grugeon said he was excited that Founders First, BWS, Dan Murphy's and oOh!media have joined the already successful campaign to help thank Aussie essential workers.

Thanks to the additional support, The Good Beer Co and all sixteen breweries featured in the case will gift all 10,000 essential workers who registered during the first stage of the 'A Good Beer Always Helps' campaign, a 4 pack of local craft beers.

The independent craft collection features sixteen breweries including the campaign's eight foundation partners: Newstead Brewing Co, Sparkke, Modus Operandi, Capital Brewing Co, Stomping Ground Brewing Co, Moo Brew, Van Dieman, and non-alcoholic craft beer company Sobah.

It also includes beers from the Founders First portfolio: Ballistic, Slipstream, Sauce, Foghorn and Jetty Road, as well as Beer Farm, Bright and Stone and Wood.

Founders First CEO Mark Haysman said, "Our focus is on supporting the craft industry, so being able to partner with The Good Beer Co in a program that supports craft breweries and essential workers was a no brainer. To have been able to cement the participation of Dan Murphy's and BWS was a real win for the breweries and our essential workers. Support from the Woolworth team has been phenomenal."

Endeavour Group General Manager of Merchandising & Buying Adam Fry said, "We had over 700 of our workers registered for the 'A Good Beer Always Help Campaign' with Endeavour Group being one of the largest employers of essential workers. We are so happy to support this campaign by selling cases in our BWS and Dan Murphy's stores nationwide."

Leading Out of Home company oOh!media supported the gratitude messaging of the campaign, generously donating over \$1.5 million of media space to thank essential workers.

The 'Beer - it's Australian For Thank You' creative is now on 30 digital billboards across the country, and also references participating local craft breweries, all of whom have been doing it tough due to social distancing rules impacting bars, pubs, taprooms and breweries.

James continued, "We launched this campaign to say thank you to the Australian essential workers who kept us safe and kept everything going during the COVID-19 pandemic. We were heartened by the support our Pozible crowd fund campaign received from everyday Australian's."

So far over 2,600 essential workers including fire fighters, nurses, supermarket and aged care workers have received a gift of a 4 pack of beers thanks to the donations of generous Australians.

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FOUNDERS FIRST

Workers have shared their delight at receiving their gifts on social media and emailed the campaign to say how much it means to them to be thanked for their work at a challenging time.

Kathryn Robinson, a mental health nurse at the Royal Alexandra Hospital in Brisbane said: “This has been the toughest period of time I can remember in all my eight years as a registered nurse. We do these jobs because we love them but it’s just great to have someone shout you a beer to let you know they appreciate what you’re doing for the community.”

Limited edition 'A Good Beer Always Helps' cases are available exclusively at Dan Murphy’s and BWS. The 16 pack will be stocked in over 1000 stores across the country. RRP: from \$62.

The 10,000 essential workers will be contacted with details on how they can all receive their 4 pack of local craft beers.

-ENDS-

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A Good Beer Always Helps and The Good Beer Co

The 'A Good Beer Always Helps' campaign is an initiative of Brisbane based social enterprise The Good Beer Co. It was launched to raise donations to gift Aussie essential workers a 4 pack of local craft beers to thank them for their care, courage and generosity in keeping us safe and keeping our country going during the COVID-19 pandemic. The campaign is supported by founding partners, Newstead Brewing Co, Modus Operandi, Capital Brewing Co, Stomping Ground Brewing Co, Moo Brew, Van Dieman, Sparkke and non-alcoholic craft beer company Sobah and now Founders First breweries, Ballistic, Slipstream, Sauce, Foghorn and Jetty Road, as well as independent breweries Beer Farm, Bright and Stone and Wood. The campaign has raised more than \$52,000 to gift more than 2.600 essential workers a 4 pack of local craft beers. 10,000 essential workers registered through the campaign and The Good Beer Co and its brewery partners intend to shout all 10,000 a gift of local craft beers. The 'A Good Beer Always Helps'

campaign: <https://thegoodbeerco.pozible.com/profile/a-good-beer-always-helps>

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 Founders First team of industry experts supports by filling in any missing 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/

The 16 case, craft breweries

Capital, (ACT), Coast Ale capitalbrewing.co/

Newstead (QLD), 3 Quarter Time, newsteadbrewing.com.au/

Van Dieman (TAS) Motor Mouth vandiemanbrewing.com.au/

Slipstream (Brisbane, QLD), Magic Mile XPA, slipstreambrewing.com.au

Stomping Ground (VIC), Passionfruit Smash stompingground.beer/

Sauce (Sydney, NSW), Peach Sauce, sauce.beer/

Bright (VIC), Alpine Lager, brightbrewery.com.au

Stone & Wood (Byron Bay, NSW), Pacific Ale, stoneandwood.com.au

Foghorn (Newcastle, NSW), King Street Pale Ale, foghornbrewhouse.com.au

Sparkke (Adelaide, SA), Ginger Beer, sparkke.com

Sobah (AUS) Lemon Aspen Pilsner sobah.com.au

Beer Farm (WA) , Beerfarm IPA, beerfarm.com.au

Jetty Road (Dromana, VIC), Draught, jettyroad.com.au

Moo Brew (TAS), Dark Ale moobrew.com.au/

Modus Operandi (Sydney, NSW), XPA, mobrewing.com.au

Ballistic (Brisbane, QLD), Hawaiian Haze, ballisticbeer.com