

SUPPORT AUSTRALIAN BREWERS WITH LOCAL CRAFT INDIE KNOCK OFFS

Limited edition cases. 16 craft breweries. 16 beers. Now on sale.

Beerlovers can back their local craft brewers in these challenging times, by purchasing a hand-selected mixed pack of: Local Craft Indie *Knock Offs*, limited edition cases now on sale.

The special case of craft beers is an initiative of the Indie Craft Collective, sales arm of craft beer champions and accelerators Founders First. They have partnered with Liquorland, Vintage Cellars and First Choice Liquor to exclusively sell 5000 cases of the hand-picked pack into 1000 stores across Australia.

With thousands of pubs, venues and small bars across the country temporarily shutting their doors in March and a slow path to recovery only just starting to emerge, craft breweries need support.

Chief Executive and Managing Director Mark Haysman said our company, Founders First, are industry leaders in supporting and growing independent craft breweries.

“This case allows us to showcase the work of well-known breweries featuring alongside newer, emerging smaller brands which we are helping to accelerate.

“By producing the *Knock Offs* case, we are supporting the craft beer industry during this period of uncertainty. We are doing it for the love of craft, so our community thrives, it’s just the first of a number of new initiatives that will be rolled out in coming months.”

The case’s 16 local craft beers have been hand-picked by Cicerone Tiffany Waldron, who selected a cross-section of independent beers from craft brands such as Jetty Road, Sparkke, Sauce, Young Henry’s, Slipstream, Beerfarm and Colonial.

“The pack is a craft beer lovers’ smorgasbord with a mix of familiar beers like IPA and Pilsner alongside Sour and Berliner Weisse,” Tiffany said.

“Sharing beers with friends and encouraging others to try new brews is my passion; so while it will unfortunately be some time before we’re all back in our favourite pubs, I hope this curated pack of craft beers inspire beer lovers to try something different and support independent craft breweries.”

Coles Business Category Manager for Vintage Cellars Ed Scully commended Founders First on the initiative which will make a real difference to independent brewers during this challenging time.

“We’re passionate about the craft beer industry and want to support many of the independent craft breweries who are particularly doing it tough right now,” he said.

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“This is a fantastic initiative to help make up some of the business lost as a result of recent bar and restaurant closures, and a great opportunity for our customers to purchase their much-loved local craft beer at their local Coles Liquor stores.”

Jetty Road Co-Founder Grant Rodgers said, “Initiatives like this are genuinely helping us keep our doors open, we all benefit when our industry stands together, and we’re grateful to Founders First, Liquorland, Vintage Cellars and First Choice Liquor for helping make Knock Offs a reality. It’s a really fun program and that helps keep us motivated and positive”

Knock Offs are available exclusively at Liquorland, Vintage Cellars and First Choice Liquor. The 16 pack will be stocked in over 1000 stores across: Victoria, New South Wales, Queensland, South Australia and Western Australia. RRP: from \$60.

-ENDS-

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Indie Craft Collective and Founders First

Indie Craft Collective is the sales arm of craft beer champions and accelerators Founders First (FF), 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 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. foundersfirst.group/

The 16 legendary beers in Local Indie Craft Knock Offs mixed pack

BentSpoke, Crankshaft IPA, bentspokebrewing.com.au

Beerfarm, Beerfarm IPA, beerfarm.com.au

Colonial, Southwest Sour, colonialbrewingco.com.au

Young Henrys, Newtowner, younghenrys.com

Sparkke, Pilsner, sparkke.com

Ballistic, Hawaiian Haze, ballisticbeer.com

Philter, IPA, philterbrewing.com

Foghorn, Pale Ale, foghornbrewhouse.com.au

Jetty Road, Pale Ale, jettyroad.com.au

Sauce, Peach Sauce, sauce.beer

Slipstream, Laguna Tropical Pale Ale, slipstreambrewing.com.au

Hop Nation, Organic Lager, hopnation.com.au

Modus Operandi, Porter, mobrewing.com.au

Fixation, Obsession, fixationbrewing.com.au

Wayward Brewing Co, Raspberry Berliner Weisse, wayward.com.au

Stone & Wood, The Original Pacific Ale, stoneandwood.com.au