



***Endeavour has launched  
and its two True Vintage Ales  
are sailing onto shelves this August***

**Media Release  
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The idea brewed over a few quiet beers between three wine passionate friends at a pub in Sydney; "I'd love to see a beer made like wine – brewed to express the variations in ingredients from year to year". "Why *don't* brewers get out there in the hop fields like winemakers in a vineyard"? "Surely putting more care into what goes into the brew results in a better fresher flavour"?

So from that day on, the challenge was set. Andy Stewart, a viticulturalist with 13 years experience in the wine industry, embarked on a new mission – he learnt how to brew (taught by industry stalwarts Nick Button and Bruce Peachey), he got out there in the hop fields and he put his winemaking experience to good use, in a brewery.

The other two fella's worked on the fundamentals with a wine marketing and sales specialist with a history of success in the alcohol industry working on the packaging and logistics and a chartered accountant practising for over 13 years, drawing up the figures.

The result, is two high quality, hand crafted ales created using the finest ingredients, all carefully selected from growing regions that experienced the best vintage conditions and presented the truest expression of variety and place.

The **2010 Endeavour Reserve Pale Ale** was crafted using early season Super Alpha hops complemented by Amarillo and Galaxy hops to pronounce fresh citrus notes. Fresh rain water was purified to exacting mineral levels to achieve ideal bitterness and enhance flavours, and late season pilsner, munich & crystal malted barley was chosen with a touch of wheat malt added to deliver freshness. Finally, Endeavour's own top-secret top-fermenting yeast was added to the mash with a touch more to the bottle to ensure long-lasting freshness.

The 2010 Endeavour Reserve Pale Ale is a bottle conditioned ale dominated by lifted floral aromas yet balanced by underlying herbal / mineral notes. A full flavoured beer with a refreshing bitterness, it is best enjoyed before a meal, as an aperitif, or with a light dish of chicken or seafood such as a warm Thai Chicken Salad.

The **2010 Endeavour Reserve Amber Ale** uses Ringwood hops, harvested in 2010, to deliver herbal, spicy, resinous aromas. Fresh rain water was purified to exacting mineral levels to support flavour development and cellaring stability, and dark crystal and chocolate malted barley were added to the base malts to produce rich complex flavours. Finally, Endeavour's own top-secret top-fermenting yeast was added to the mash with a touch more to the bottle to ensure cellaring potential.

The result is a bottle conditioned amber ale, amber in colour and rich in aromas and flavours of ripe tropical fruit perfectly complemented by warm toasted notes from the malted barley. Match with a hearty red meat dish such as a rich lamb casserole or have after dinner with a dessert of Belgium Chocolate Mousse.

Both ales, while drinking well now, will also reward 2-3 years of careful cellaring with complex secondary characters emerging.

*Endeavour Reserve Amber Ale 330ml has an ABV of 5.2% and a RRP of \$17.99/four pack  
Endeavour Reserve Pale Ale 330ml has an ABV of 4.5% and a RRP of \$17.99/four pack*

Available at all 1st Choice liquor stores and Vintage Cellars stores from mid-August 2010.

Ends