

James Squire



IT'S A WHOLE  
NEW STORY  
TO TELL...



NEVER FORSAKE FLAVOUR

REGISTERED LETTER

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Squire

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FEE PAID.



# A NEW CHAPTER FOR THE JAMES SQUIRE MASTERBRAND...

**T**he craft beer market continues to grow...  
in fact today it's the **second highest**  
**growing beer segment after Premium.**

James Squire beers have always pushed boundaries by experimenting with ingredients and brewing practices to create distinctive, character-filled beers.

**BUT...**

Whilst many Australians love a James Squire beer, they were finding it hard to remember which was their favourite as all the labels looked so similar.

The brand was also starting to look a bit stuffy, dusty and serious and needed to show a little bit more of its personality to be able to welcome more people to try the unique and flavoursome James Squire range of beers.



# ENTER A BOLD NEW ERA...

The dust has been blown off & the story of James Squire's colourful life is told in a new way through each of its beers: a charming rogue, a jack of all trades, a lover of women & of course Australia's first brewer.

**NEW  
TALES,  
SAME  
ALES**



# CHAPTER 1

**B**ack in the day, India Pale Ales were brewed with higher alcohol & extra hops to survive long sea journeys from London to colonial India. James Squire had his own method of surviving his arduous voyage to Australia on the First Fleet. He smuggled himself onto the "Women's Ship" & by all reports the rest of his journey was quite nice, thank you.

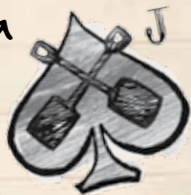


## CHAPTER 2



**B**ack when rum was the unofficial currency, it took a real gambler to bet his future on brewing. But James Squire was never one to shy away from a challenge, quickly building a fortune from his brewery & tavern. Though it could be suggested serving beer to Australians was something of a sure thing.

SPAD



## CHAPTER 3

Never one to let a ball & chain hold him back, ex convict James Squire seized every opportunity his emancipation offered. His unique blend of charm, skill & luck ultimately rewarded him with an enviable fortune as Australia's first brewer.

But was he really happy? A brewery, money & freedom - what do you think?



## CHAPTER 4



Every man's life tells a story, but James Squire's would have filled a library. From a chicken thief & convict, he later found success as the Governor's bodyguard, a publican, baker, butcher, money-lender &, ironically, a local constable. But his greatest chapter was in brewing...which worked out nicely for the rest of us!





## CHAPTER 5

James Squire was a chicken-stealing, highway-robbing, convict lothario before he went straight & became our first brewer. As the sun went down each day, people would flock to James' tavern for a refreshing beer & to hear the stories of his life... Many of which were actually true.



## CHAPTER 6



James Squire loved adventure & brewing fine beers, but even more than that he loved women, having taken a wife and 3 mistresses throughout his life. He left all of them something in his will, but thankfully we got the beer.



# CHANGE MAP

Continuity of colour and icons

TM icon continuity

New brand name

Beer style prominent

Updated parchment



Story on side panel



Visual story-telling with new icons

Hand-written tasting notes crafted by brewers

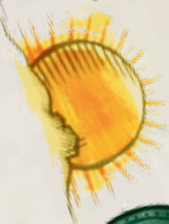
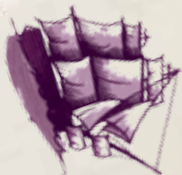
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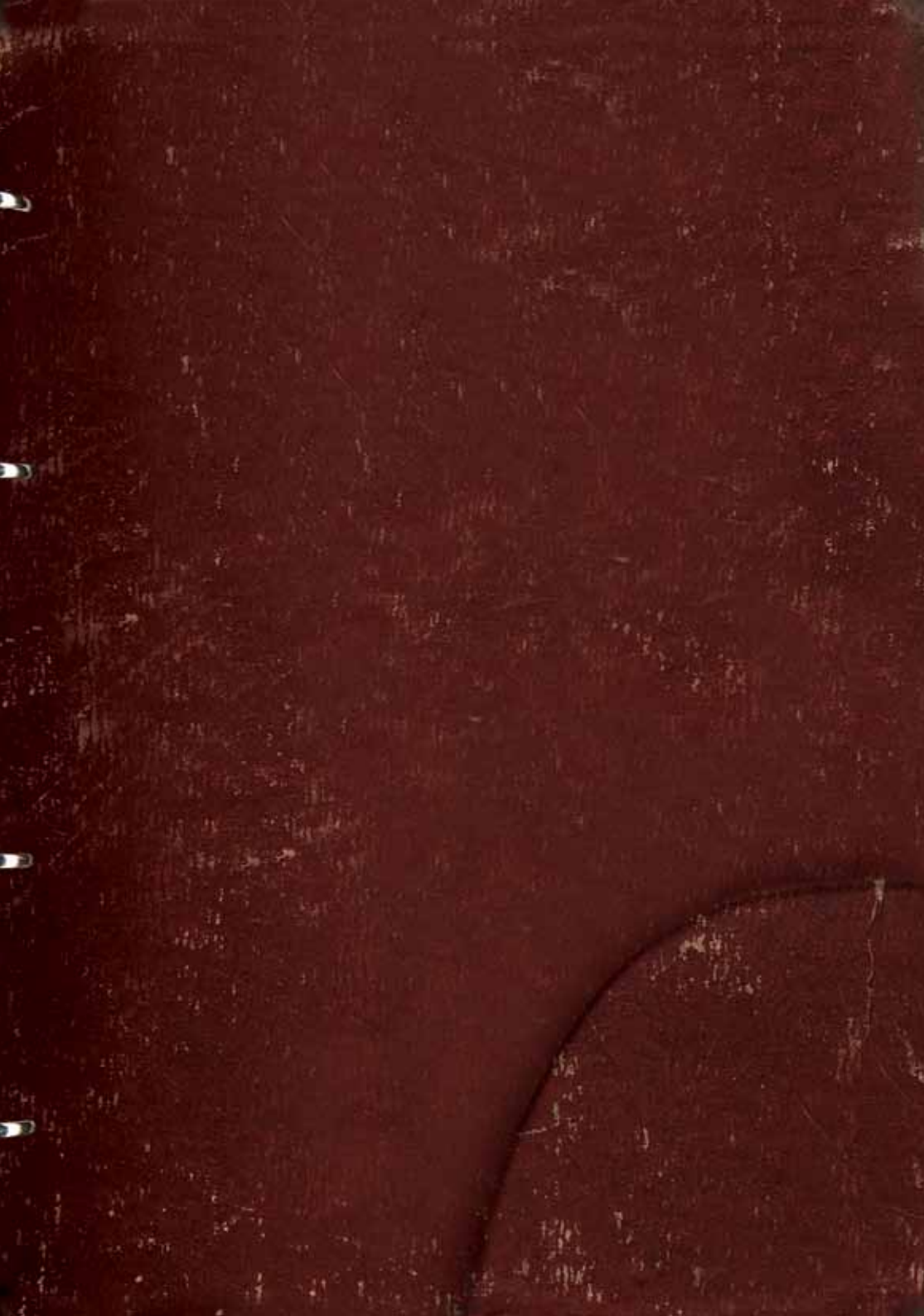


Each beer tells a story of  
Australia's first brewer.



**NEVER FORSAKE  
FLAVOUR**





NEVER FORSAKE FLAVOUR

